

# Jewellery in Western Europe

August 2021

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## REGIONAL OVERVIEW

Western Europe the world's third biggest jewellery market

Slow recovery expected for Western Europe in 2020-2025

Greater decline for fine jewellery in 2020

Major decline in fine jewellery sales in Italy

Both fine and costume jewellery in decline over 2015-2020

COVID-19 a major negative factor for jewellery sales in 2020

E-commerce makes significant gains during the pandemic...

...but jewellery and watch specialist retailers still dominate

## LEADING COMPANIES AND BRANDS

Slight increase in concentration seen over 2014-2019

LVMH completes the acquisition of Tiffany & Co

Fossil Group continues to generate the bulk of its sales in Germany

Pandora continues to lead Western European jewellery

## FORECAST PROJECTIONS

Positive annual growth rates expected from 2021...

...but no return to 2019 sales levels over the forecast period

## COUNTRY SNAPSHOTS

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France: Competitive and Retail Landscape

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Germany: Competitive and Retail Landscape

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