

Jewellery in the US

January 2024

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Jewellery in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine jewellery struggles to maintain momentum following post-pandemic highs

Value-driven merits attract consumers to costume jewellery

Players balance the importance of a social media and retail store presence

PROSPECTS AND OPPORTUNITIES

Despite economic uncertainties in the short term, luxury players are moving ahead with long-term optimism Sustainability efforts to become more apparent, with attention turning towards lab-grown diamonds and resale Courting Gen Z as the next frontier of jewellery consumers

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