

Jewellery in India

March 2024

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Jewellery in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth in costume jewellery outpaces that in fine jewellery in 2023 Mandatory hallmarking has had a positive impact on jewellery Established brands are developing varied strategies to compete

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Lab-grown diamonds are making luxury affordable in India Government initiatives poised to boost sales of jewellery in the forecast period Sales of fine jewellery will continue to depend on seasonal festivities

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