

Jewellery in Switzerland

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dynamic growth of costume jewellery with consumer shifts
Enduring influence of established fine jewellery brands
Evolving consumer preferences and metal trends

PROSPECTS AND OPPORTUNITIES

Stable growth with preference for costume jewellery
Diverse distribution channels reflecting consumer preferences
Sustained popularity and product diversity in costume jewellery

CATEGORY DATA

Table 1 - Sales of Jewellery by Category: Volume 2018-2023
Table 2 - Sales of Jewellery by Category: Value 2018-2023
Table 3 - Sales of Jewellery by Category: % Volume Growth 2018-2023
Table 4 - Sales of Jewellery by Category: % Value Growth 2018-2023
Table 5 - Sales of Costume Jewellery by Type: % Value 2018-2023
Table 6 - Sales of Fine Jewellery by Type: % Value 2018-2023
Table 7 - Sales of Fine Jewellery by Collection: % Value 2018-2023
Table 8 - Sales of Fine Jewellery by Metal: % Value 2018-2023
Table 9 - NBO Company Shares of Jewellery: % Value 2019-2023
Table 10 - LBN Brand Shares of Jewellery: % Value 2020-2023
Table 11 - Distribution of Jewellery by Format: % Value 2018-2023
Table 12 - Forecast Sales of Jewellery by Category: Volume 2023-2028
Table 13 - Forecast Sales of Jewellery by Category: Value 2023-2028
Table 14 - Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028
Table 15 - Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

Personal Accessories in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

Table 16 - Sales of Personal Accessories by Category: Volume 2018-2023
Table 17 - Sales of Personal Accessories by Category: Value 2018-2023
Table 18 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023
Table 19 - Sales of Personal Accessories by Category: % Value Growth 2018-2023
Table 20 - NBO Company Shares of Personal Accessories: % Value 2019-2023
Table 21 - LBN Brand Shares of Personal Accessories: % Value 2020-2023
Table 22 - Distribution of Personal Accessories by Format: % Value 2018-2023
Table 23 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028
Table 24 - Forecast Sales of Personal Accessories by Category: Value 2023-2028
Table 25 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028
Table 26 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/jewellery-in-switzerland/report.