



Jewellery in Japan

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Affluent consumers drive jewellery demand, focusing on experiential and personalised retail

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Affluent consumers drive growth despite economic pressures

Chart 2 - Asuka III and Ravicharme Redefine Retail for Japan's Affluent Travellers

Rising gold prices spark demand for investment-minded jewellery

Chart 3 - Canal 4? Embraces Gold as Value: Launch of the K7 Classic Collection

Sustainability and luxury drive dynamic growth in specific niches

Chart 4 - Analyst Insight

Chart 5 - Kyocera Expands Ethical Luxury: Lab-Grown Innovation and the Launch of Loabofllie

WHAT'S NEXT?

Growing affluent population will sustain premium jewellery demand through to 2030

Impact of younger consumers

COMPETITIVE LANDSCAPE

Luxury brands maintain lead through experiential retail

CHANNELS

Offline channels drive luxury jewellery sales through personalised service

Retail e-commerce grows as online channels diversify and social commerce emerges

Luxury hotels and high-end foodservice venues emerge as new touchpoints for jewellery brands

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Japan - Industry Overview](#)

EXECUTIVE SUMMARY

Tourism rebound and market polarisation fuel accessories growth

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Tourism-fuelled growth reshapes Japan's personal accessories market

Chart 7 - Emerging Tourist Destinations Attract Store Openings

Luxury demand strengthens owing to market polarisation

Chart 8 - Tiffany Unveils Asia's Largest Flagship in Ginza, Tokyo

Resale innovation elevates luxury engagement

Chart 9 - LALÛE Elevates Hermès Through Curated Resale Luxury

WHAT'S NEXT?

Value-added offerings will sustain brand relevance in a competitive market

Chart 10 - Analyst Insight

Character collaborations to drive cultural momentum

Demographic shifts demand strategic adaptation

COMPETITIVE LANDSCAPE

Leading luxury brands dominate with strong presence

Richemont stays ahead by deepening connection through elevated craft and storytelling

CHANNELS

In-store experiences sustain offline dominance in luxury accessories

TikTok shop accelerates social commerce growth

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Japan 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Japan 2025

Chart 14 - Consumer Landscape in Japan 2025

COUNTRY REPORTS 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-japan/report.