

Jewellery in Brazil

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation a feature of Brazil's jewellery triumph
The shifting role of jewellery to a larger number of usage occasions
The strategic symphony of logistics and digital commerce

PROSPECTS AND OPPORTUNITIES

Shaping tomorrow's jewellery landscape through experiences
Lab-grown diamonds present a possible future for jewellery in Brazil
Crafting a future of transparency and responsibility for gold

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 Brazil - 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-brazil/report.