

# Jewellery in Asia Pacific

June 2023

**Table of Contents** 

#### INTRODUCTION

Scope

Key findings

#### REGIONAL OVERVIEW

Asia Pacific dominates global jewellery sales

Positive growth rates expected in the forecast period after the COVID-19 disruptions

Hong Kong loses around two thirds of its sales in 2019-2020

China's fine jewellery gains make up for the losses in India and Hong Kong

Fine jewellery the dominant category

Lightweight everyday jewellery becoming more popular in India

Jewellery and watch specialists the dominant channel for jewellery sales

Pandemic helps boost the e-commerce channel's regional share

#### LEADING COMPANIES AND BRANDS

Fine jewellery less fragmented than costume jewellery

Chow Tai Fook Jewellery Group adds to its regional share over the 2017-2022 period

China the biggest market for most of the region's top 10 players

Tanishq moves up the rankings over 2017-2022

#### FORECAST PROJECTIONS

Unbroken positive annual growth rates expected over the forecast period

A return to pre-pandemic sales levels expected as early as 2023

### **COUNTRY SNAPSHOTS**

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

## 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-asia-pacific/report.