

Luxury Jewellery in Brazil

February 2022

Table of Contents

Luxury Jewellery in Brazil - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Peaking sales in the second half of 2020 bring recovery to luxury jewellery
Cartier and Bvlgari launch e-commerce operations in Brazil
E-commerce and remote selling working as allies in the strategies of nurturing “clienteling”

PROSPECTS AND OPPORTUNITIES

Resumption of social activities expected to sustain demand for fine jewellery in the coming years
Sustainability of the supply chain in the spotlight
Brands develop strategies targeted towards younger consumers pursuing sustainable growth in the long term

CATEGORY DATA

Table 1 - Sales of Luxury Jewellery by Category: Value 2016-2021
Table 2 - Sales of Luxury Jewellery by Category: % Value Growth 2016-2021
Table 3 - NBO Company Shares of Luxury Jewellery: % Value 2016-2020
Table 4 - LBN Brand Shares of Luxury Jewellery: % Value 2017-2020
Table 5 - Distribution of Luxury Jewellery by Format: % Value 2016-2021
Table 6 - Forecast Sales of Luxury Jewellery by Category: Value 2021-2026
Table 7 - Forecast Sales of Luxury Jewellery by Category: % Value Growth 2021-2026

Luxury Goods in Brazil - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture
2021 key trends
Competitive landscape
Retailing developments
What next for luxury goods?

MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2016-2021
Table 9 - Sales of Luxury Goods by Category: % Value Growth 2016-2021
Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021
Table 11 - NBO Company Shares of Luxury Goods: % Value 2016-2020
Table 12 - LBN Brand Shares of Luxury Goods: % Value 2017-2020
Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2021
Table 14 - Forecast Sales of Luxury Goods by Category: Value 2021-2026
Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

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/luxury-jewellery-in-brazil/report.