

# Luxury Jewellery in Malaysia

December 2021

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### 2021 DEVELOPMENTS

Slow recovery of luxury jewellery in 2021 due to the ongoing pandemic

Discounting employed for entry level brands while fine jewellery players focus on exclusivity and product differentiation

International luxury jewellery players remain highly active in new product launches and the facilitation of walk-in store appointments with e-commerce the reserve of entry-level brands

### PROSPECTS AND OPPORTUNITIES

Growth in e-commerce for entry-level luxury jewellery and luxury costume jewellery while luxury fine jewellery remains in the domain of offline

Brands develop and further employ home delivery and concierge services even after the pandemic recedes thanks to ongoing consumer demand

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