

Luxury Jewellery in Singapore

December 2021

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Luxury Jewellery in Singapore - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Fewer occasions to wear luxury jewellery negatively affect sales
Competition for gold drives up prices, leading to reduced spending on fine jewellery
Online initiatives boost sales via e-commerce, although store-based retail dominates

PROSPECTS AND OPPORTUNITIES

Easing of restrictions will fuel spending on luxury jewellery
Store-based retail to remain dominant despite the gradual rise of e-commerce
Sustainability will become more important to consumers and players alike

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DISCLAIMER

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