

# Luxury Jewellery in Turkey

January 2022

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## Luxury Jewellery in Turkey - Category analysis

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#### 2021 DEVELOPMENTS

Recovery constrained by spike in inflation and new credit regulation  
Luxury costume jewellery benefits from increased budget-consciousness  
Penetration of e-commerce remains comparatively low

#### PROSPECTS AND OPPORTUNITIES

Recovery of luxury jewellery expected to remain subdued  
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Interest in products with stronger sustainability credentials set to increase

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