

# **Costume Jewelry Market by Product Type (Necklaces & Chains, Earrings, Rings, Cufflinks & Studs, Bracelets, and Others), Gender (Male and Female), and Mode of Sale (Retail Sale and Online Sale) Global Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

Custom jewelry comprises fashion accessories used to compliment an outfit. This type of jewelry is made of less precious materials as compared to precious materials such as gold, diamond, and gems. The raw materials used for making costume jewelry includes glass, plastic, semi-precious stones, beads, leather, aluminum, and brass. Increase in consumer preference for fashionable and affordable jewelry is expected to foster the growth of the global costume jewelry market.

Factors that strengthen the growth of this market include change in lifestyle, rise in disposable income, increase in prices of precious metal jewelry, rise in fashion consciousness, and change in packaging styles & attractive marketing strategies. However, factors hindering the market growth are surge in prices of raw material used for costume jewelry and limited period popularity of the jewelry. Conversely, increase in urbanization, innovations in designs, and surge in demand for costume jewelry for men offer potential opportunities for manufacturers to innovate and develop new products according to consumer preferences.

Presently, the global costume jewelry market has witnessed a balanced growth, and is anticipated to grow with a steady CAGR during the forecast period. There has been a considerable rise in disposable incomes over the past decade. Growth in global economies, changes in lifestyle, and rise in demand for a variety of stone & semi-

precious crafted jewelry due to varying cultures encourage the growth of the global market.

North America and Asia-Pacific are the prominent markets for costume & imitation jewelry. The North American costume jewelry market is expected to grow at a CAGR of 7.10% by 2027.

In 2019, the necklaces & chains and bracelets segments held a combined share of 41.4% in global costume jewelry market, as these jewelries witness increased demand across the globe. The mode of sale comprises retail and online sale, where retail mode is further classified into brand outlets, boutiques, multi-brand stores, and specialty stores. Customers majorly prefer the retail mode of sale while buying jewelry. However, online medium for the purchase of costume and imitation jewelry is observed to be a rising trend among them. The online sales channel segment is expected to grow at the highest CAGR of 8.90% during the forecast period, due to rise in penetration of internet across the globe. North America is expected to dominate the global market during the analysis period, owing to the presence of a large number of established manufacturers of costume jewelry in the U.S. and Canada. In addition, the U.S. is the largest importer of costume jewelry, globally. The market in Asia-Pacific is expected to grow at a significant rate, due to increase in number of high net worth individuals and rise in prices of gold, silver, and platinum jewelries.

The global costume jewelry market is segmented into product type, gender, mode of sale and region. On the basis of product type, the market is segregated into necklaces & chains, earrings, rings, cufflinks & studs, bracelets, and others. By gender, the market is segmented into male and female. Depending on mode of sale, it is fragmented into retail sale and online sale. The market is analyzed across four regions, which include North America, Europe, Asia-Pacific, and LAMEA.

Key players profiled in the report are Avon Products, Inc., Buckley London, Compagnie Financière Richemont SA, DCK Group, Giorgio Armani S.p.A., H.Stern Jewelers, Inc., LVMH Group, Randa Accessories, Stuller, Inc., and Yurman Design Inc.

The other players operating in the global costume jewelry market are The Colibri Group, Channel S.A., Gianni Versace S.p.A., Gucci Group NV, Swarovski Group, PANDORA A/S, H & M Hennes & Mauritz AB, Zara, PRADA, Swank, Inc., Cartier, Billig Jewelers, Inc., and BaubleBar Inc.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019 to 2027 to identify the prevailing costume jewelry market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists to determine the prevailing market opportunities.

The major countries in each region are mapped according to their revenue contribution to the global industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the costume jewelry industry.

## KEY MARKET SEGMENTATION

### By Product Type

Necklaces & Chains

Earrings

Rings

Cufflinks & studs

Bracelets

Others

### By Gender

Male

Female

By Mode of Sale

Retail Sale

Online Sale

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Italy

France

Germany

Netherlands

Spain

Rest of Europe

Asia-Pacific

China

Japan

Singapore

India

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

## Contents

### CHAPTER 1:INTRODUCTION

- 1.1.Report description
- 1.2.Key benefits for stakeholders
- 1.3.Key market segments
- 1.4.Research methodology
  - 1.4.1.Primary research
  - 1.4.2.Secondary research
  - 1.4.3.Analyst tools and models

### CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings
  - 2.1.1.Top impacting factors
  - 2.1.2.Top investment pockets
- 2.2.CXO perspective

### CHAPTER 3:MARKET OVERVIE

- 3.1.Market definition and scope
- 3.2.Parent/peer market overview
- 3.1.Porter's five forces analysis
  - 3.1.1.Moderate bargaining power of suppliers
  - 3.1.2.High bargaining power of buyers
  - 3.1.3.Moderate threat of substitutes
  - 3.1.4.Moderate threat of new entrants
  - 3.1.5.High intensity of rivalry
- 3.2.Market evolution/ Industry roadmap
- 3.3.Industry pain point analysis
- 3.4.Supply chain analysis
- 3.5.Market dynamics
  - 3.5.1.Drivers
    - 3.5.1.1.Rapid urbanization
    - 3.5.1.2.Surge inonline sales of jewelry
    - 3.5.1.3.Changes injewelry styles and attractive marketing strategies
    - 3.5.1.4.Rise in number of fashion-conscious consumers
    - 3.5.1.5.High prices of gold and silver jewelries

### 3.5.2. Restraints

3.5.2.1. Import and trade laws for costume goods

3.5.2.2. Less durability of costume jewelry

### 3.5.3. Opportunities

3.5.3.1. Increase in demand for artificial jewelry products

3.5.3.2. Inclination toward automation

## **CHAPTER 4: COSTUME JEWELRY MARKET, BY PRODUCT TYPE**

### 4.1. Overview

4.1.1. Market size and forecast

### 4.2. Necklaces & chains

4.2.1. Key market trends, growth factors, and opportunities

4.2.2. Market size and forecast

4.2.3. Market analysis by country

### 4.3. Earrings

4.3.1. Key market trends, growth factors, and opportunities

4.3.2. Market size and forecast

4.3.3. Market analysis by country

### 4.4. Rings

4.4.1. Key market trends, growth factors, and opportunities

4.4.2. Market size and forecast

4.4.3. Market analysis by country

### 4.5. Cufflinks & studs

4.5.1. Key market trends, growth factors, and opportunities

4.5.2. Market size and forecast

4.5.3. Market analysis by country

### 4.6. Bracelets

4.6.1. Key market trends, growth factors, and opportunities

4.6.2. Market size and forecast

4.6.3. Market analysis by country

### 4.7. Others

4.7.1. Key market trends, growth factors, and opportunities

4.7.2. Market size and forecast

4.7.3. Market analysis by country

## **CHAPTER 5: COSTUME JEWELRY MARKET, BY GENDER**

### 5.1. Overview

5.1.1.Market size and forecast

5.2.Male

5.2.1.Key market trends, growth factors, and opportunities

5.2.2.Market size and forecast

5.2.3.Market analysis by country

5.3.Female

5.3.1.Key market trends, growth factors, and opportunities

5.3.2.Market size and forecast

5.3.3.Market analysis by country

## **CHAPTER 6:COSTUME JEWELRY MARKET, BY MODE OF SALE**

6.1.Overview

6.1.1.Market size and forecast

6.2.Retail sale

6.2.1.Key market trends, growth factors, and opportunities

6.2.2.Market size and forecast

6.2.3.Market analysis by country

6.3.Online sale

6.3.1.Key market trends, growth factors, and opportunities

6.3.2.Market size and forecast

6.3.3.Market analysis by country

## **CHAPTER 7:COSTUME JEWELRY MARKET, BY REGION**

7.1.Overview

7.1.1.Market size and forecast, by region

7.2.North America

7.2.1.Key market trends, growth factors, and opportunities

7.2.2.Market size and forecast by product type

7.2.3.Market size and forecast by gender

7.2.4.Market size and forecast by mode of sale

7.2.5.Market size and forecast by country

7.2.5.1.U.S.

7.2.5.1.1.Overview

7.2.5.1.2.Market size and forecast, by product type

7.2.5.1.3.Market size and forecast, by gender

7.2.5.1.4.Market size and forecast, by mode of sale

7.2.5.2.Canada



#### 7.2.5.2.1.Overview

#### 7.2.5.2.2.Market size and forecast, by product type

#### 7.2.5.2.3.Market size and forecast, by gender

#### 7.2.5.2.4.Market size and forecast, by mode of sale

### 7.2.5.3.Mexico

#### 7.2.5.3.1.Overview

#### 7.2.5.3.2.Market size and forecast, by product type

#### 7.2.5.3.3.Market size and forecast, by gender

#### 7.2.5.3.4.Market size and forecast, by mode of sale

## 7.3.Europe

### 7.3.1.Key market trends, growth factors, and opportunities

### 7.3.2.Market size and forecast by product type

### 7.3.3.Market size and forecast by gender

### 7.3.4.Market size and forecast by mode of sale

### 7.3.5.Market size and forecast by country

#### 7.3.5.1.UK

#### 7.3.5.1.1.Overview

#### 7.3.5.1.2.Market size and forecast, by product type

#### 7.3.5.1.3.Market size and forecast, by gender

#### 7.3.5.1.4.Market size and forecast, by mode of sale

#### 7.3.5.2.Italy

#### 7.3.5.2.1.Overview

#### 7.3.5.2.2.Market size and forecast, by product type

#### 7.3.5.2.3.Market size and forecast, by gender

#### 7.3.5.2.4.Market size and forecast, by mode of sale

#### 7.3.5.3.France

#### 7.3.5.3.1.Overview

#### 7.3.5.3.2.Market size and forecast, by product type

#### 7.3.5.3.3.Market size and forecast, by gender

#### 7.3.5.3.4.Market size and forecast, by mode of sale

#### 7.3.5.4.Germany

#### 7.3.5.4.1.Overview

#### 7.3.5.4.2.Market size and forecast, by product type

#### 7.3.5.4.3.Market size and forecast, by gender

#### 7.3.5.4.4.Market size and forecast, by mode of sale

#### 7.3.5.5.The Netherlands

#### 7.3.5.5.1.Overview

#### 7.3.5.5.2.Market size and forecast, by product type

#### 7.3.5.5.3.Market size and forecast, by gender

7.3.5.5.4. Market size and forecast, by mode of sale

7.3.5.6. Spain

7.3.5.6.1. Overview

7.3.5.6.2. Market size and forecast, by product type

7.3.5.6.3. Market size and forecast, by gender

7.3.5.6.4. Market size and forecast, by mode of sale

7.3.5.7. Rest of Europe

7.3.5.7.1. Overview

7.3.5.7.2. Market size and forecast, by product type

7.3.5.7.3. Market size and forecast, by gender

7.3.5.7.4. Market size and forecast, by mode of sale

7.4. Asia-Pacific

7.4.1. Key market trends, growth factors, and opportunities

7.4.2. Market size and forecast by product type

7.4.3. Market size and forecast by gender

7.4.4. Market size and forecast by mode of sale

7.4.5. Market size and forecast by country

7.4.5.1. China

7.4.5.1.1. Overview

7.4.5.1.2. Market size and forecast, by product type

7.4.5.1.3. Market size and forecast, by gender

7.4.5.1.4. Market size and forecast, by mode of sale

7.4.5.2. Japan

7.4.5.2.1. Overview

7.4.5.2.2. Market size and forecast, by product type

7.4.5.2.3. Market size and forecast, by gender

7.4.5.2.4. Market size and forecast, by mode of sale

7.4.5.3. Singapore

7.4.5.3.1. Overview

7.4.5.3.2. Market size and forecast, by product type

7.4.5.3.3. Market size and forecast, by gender

7.4.5.3.4. Market size and forecast, by mode of sale

7.4.5.4. India

7.4.5.4.1. Overview

7.4.5.4.2. Market size and forecast, by product type

7.4.5.4.3. Market size and forecast, by gender

7.4.5.4.4. Market size and forecast, by mode of sale

7.4.5.5. Australia

7.4.5.5.1. Overview

7.4.5.5.2. Market size and forecast, by product type

7.4.5.5.3. Market size and forecast, by gender

7.4.5.5.4. Market size and forecast, by mode of sale

7.4.5.6. Rest of Asia-Pacific

7.4.5.6.1. Overview

7.4.5.6.2. Market size and forecast, by product type

7.4.5.6.3. Market size and forecast, by gender

7.4.5.6.4. Market size and forecast, by mode of sale

7.5. LAMEA

7.5.1. Key market trends, growth factors, and opportunities

7.5.2. Market size and forecast by product type

7.5.3. Market size and forecast by gender

7.5.4. Market size and forecast by mode of sale

7.5.5. Market size and forecast by country

7.5.5.1. Latin America

7.5.5.1.1. Overview

7.5.5.1.2. Market size and forecast, by product type

7.5.5.1.3. Market size and forecast, by gender

7.5.5.1.4. Market size and forecast, by mode of sale

7.5.5.2. Middle East

7.5.5.2.1. Overview

7.5.5.2.2. Market size and forecast, by product type

7.5.5.2.3. Market size and forecast, by gender

7.5.5.2.4. Market size and forecast, by mode of sale

7.5.5.3. Africa

7.5.5.3.1. Overview

7.5.5.3.2. Market size and forecast, by product type

7.5.5.3.3. Market size and forecast, by gender

7.5.5.3.4. Market size and forecast, by mode of sale

## **CHAPTER 8: COMPETITIVE LANDSCAPE**

8.1. Product mapping

8.2. Competitive dashboard

8.3. Competitive heatmap

8.4. Key developments

8.4.1. Business Expansion

8.4.2. Product launch

## CHAPTER 9:COMPANY PROFILES

### 9.1.Avon Products, Inc.

- 9.1.1.Company overview
- 9.1.2.Key executive
- 9.1.3.Company snapshot
- 9.1.4.Operating business segments
- 9.1.5.Product portfolio
- 9.1.6.R&D expenditure
- 9.1.7.Business performance

### 9.2.Buckley London

- 9.2.1.Company overview
- 9.2.2.Key executive
- 9.2.3.Company snapshot
- 9.2.4.Product portfolio
- 9.2.5.Key strategic moves and developments

### 9.3.Compagnie Financi?re Richemont SA

- 9.3.1.Company overview
- 9.3.2.Key executive
- 9.3.3.Company snapshot
- 9.3.4.Operating business segments
- 9.3.5.Product portfolio
- 9.3.6.R&D expenditure
- 9.3.7.Business performance

### 9.4.DCK Group

- 9.4.1.Company overview
- 9.4.2.Company snapshot
- 9.4.3.Product portfolio

### 9.5.Giorgio Armani S.p.A.

- 9.5.1.Company overview
- 9.5.2.Key executive
- 9.5.3.Company snapshot
- 9.5.4.Product portfolio

### 9.6.H.Stern Jewelers, Inc.

- 9.6.1.Company overview
- 9.6.2.Key executive
- 9.6.3.Company snapshot
- 9.6.4.Product portfolio

### 9.7.LVMH Group

- 9.7.1. Company overview
- 9.7.2. Key executive
- 9.7.3. Company snapshot
- 9.7.4. Operating business segments
- 9.7.5. Product portfolio
- 9.7.6. R&D expenditure
- 9.7.7. Business performance
- 9.7.8. Key strategic moves and developments
- 9.8. Randa Accessories
  - 9.8.1. Company overview
  - 9.8.2. Key executive
  - 9.8.3. Company snapshot
  - 9.8.4. Product portfolio
  - 9.8.5. Key strategic moves and developments
- 9.9. Stuller, Inc.
  - 9.9.1. Company overview
  - 9.9.2. Key executive
  - 9.9.3. Company snapshot
  - 9.9.4. Product portfolio
- 9.10. Yurman Design Inc.
  - 9.10.1. Company overview
  - 9.10.2. Key executive
  - 9.10.3. Company snapshot
  - 9.10.4. Product portfolio

## List Of Tables

### LIST OF TABLES

TABLE 01.GLOBAL COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 02.COSTUME JEWELRY MARKET REVENUE FOR NECKLACES & CHAINS, BY REGION, 2019–2027 (\$MILLION)

TABLE 03.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR EARRINGS, BY REGION, 2019–2027 (\$MILLION)

TABLE 04.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR RINGS, BY REGION, 2019–2027 (\$MILLION)

TABLE 05.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR CUFFLINKS & STUDS, BY REGION, 2019–2027 (\$MILLION)

TABLE 06.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR BRACELETS, BY REGION, 2019–2027 (\$MILLION)

TABLE 07.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR OTHERS, BY REGION, 2019–2027 (\$MILLION)

TABLE 08.GLOBAL COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 09.GLOBAL MALE COSTUME JEWELRY MARKET REVENUE, BY REGION, 2019–2027 (\$MILLION)

TABLE 10.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR FEMALE, BY REGION, 2019–2027 (\$MILLION)

TABLE 11.GLOBAL COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 12.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR RETAIL SALE, BY REGION, 2019–2027 (\$MILLION)

TABLE 13.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR ONLINE SALE, BY REGION, 2019–2027 (\$MILLION)

TABLE 14.GLOBAL COSTUME JEWELRY MARKET REVENUE FOR ONLINE SALE, BY REGION, 2019–2027 (\$MILLION)

TABLE 15.NORTH AMERICA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 16.NORTH AMERICA COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 17.NORTH AMERICA COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 18.NORTH AMERICA COSTUME JEWELRY MARKET REVENUE, BY

COUNTRY, 2019–2027 (\$MILLION)

TABLE 19.U.S. COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 20.U.S. COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 21.U.S. COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 22.CANADA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 23.CANADA COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 24.CANADA COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 25.MEXICO COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 26.MEXICO COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 27.MEXICO COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 28.EUROPE COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 29.EUROPE COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 30.EUROPE COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 31.EUROPE COSTUME JEWELRY MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 32.UK COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 33.UK COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 34.UK COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 35.ITALY COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 36.ITALY COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 37.ITALY COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)



TABLE 38.FRANCE COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 39.FRANCE COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 40.FRANCE COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 41.GERMANY COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 42.GERMANY COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 43.GERMANY COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 44.NETHERLANDS COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 45.NETHERLANDS COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 46.NETHERLANDS COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 47.SPAIN COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 48.SPAIN COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 49.SPAIN COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 50.REST OF EUROPE COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 51.REST OF EUROPE COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 52.REST OF EURPOE COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 53.ASIA-PACIFIC COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 54.ASIA-PACIFIC COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 55.ASIA-PACIFIC COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 56.ASIA-PACIFIC COSTUME JEWELRY MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 57.CHINA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE,



2019–2027 (\$MILLION)

TABLE 58.CHINA COSTUME JEWELRY MARKET REVENUE, BY GENDER,  
2019–2027 (\$MILLION)

TABLE 59.CHINA COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE,  
2019–2027 (\$MILLION)

TABLE 60.JAPAN COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027 (\$MILLION)

TABLE 61.JAPAN COSTUME JEWELRY MARKET REVENUE, BY GENDER,  
2019–2027 (\$MILLION)

TABLE 62.JAPAN COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE,  
2019–2027 (\$MILLION)

TABLE 63.SINGAPORE COSTUME JEWELRY MARKET REVENUE, BY PRODUCT  
TYPE, 2019–2027 (\$MILLION)

TABLE 64.SINGAPORE COSTUME JEWELRY MARKET REVENUE, BY GENDER,  
2019–2027 (\$MILLION)

TABLE 65.SINGAPORE COSTUME JEWELRY MARKET REVENUE, BY MODE OF  
SALE, 2019–2027 (\$MILLION)

TABLE 66.INDIA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027 (\$MILLION)

TABLE 67.INDIA COSTUME JEWELRY MARKET REVENUE, BY GENDER,  
2019–2027 (\$MILLION)

TABLE 68.INDIA COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE,  
2019–2027 (\$MILLION)

TABLE 69.AUSTRALIA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT  
TYPE, 2019–2027 (\$MILLION)

TABLE 70.AUSTRALIA COSTUME JEWELRY MARKET REVENUE, BY GENDER,  
2019–2027 (\$MILLION)

TABLE 71.AUSTRALIA COSTUME JEWELRY MARKET REVENUE, BY MODE OF  
SALE, 2019–2027 (\$MILLION)

TABLE 72.REST OF ASIA-PACIFIC COSTUME JEWELRY MARKET REVENUE, BY  
PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 73.REST OF ASIA-PACIFIC COSTUME JEWELRY MARKET REVENUE, BY  
GENDER, 2019–2027 (\$MILLION)

TABLE 74.REST OF ASIA-PACIFIC COSTUME JEWELRY MARKET REVENUE, BY  
MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 75.LAMEA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE,  
2019–2027 (\$MILLION)

TABLE 76.LAMEA COSTUME JEWELRY MARKET REVENUE, BY GENDER,  
2019–2027 (\$MILLION)

TABLE 77.LAMEA COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 78.LAMEA COSTUME JEWELRY MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 79.LATIN AMERICA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 80.LATIN AMERICA COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 81.LATIN AMERICA COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 82.MIDDLE EAST COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 83.MIDDLE EAST COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 84.MIDDLE EAST COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 85.AFRICA COSTUME JEWELRY MARKET REVENUE, BY PRODUCT TYPE, 2019–2027 (\$MILLION)

TABLE 86.AFRICA COSTUME JEWELRY MARKET REVENUE, BY GENDER, 2019–2027 (\$MILLION)

TABLE 87.AFRICA COSTUME JEWELRY MARKET REVENUE, BY MODE OF SALE, 2019–2027 (\$MILLION)

TABLE 88.AVON PRODUCTS, INC.: KEY EXECUTIVES

TABLE 89.AVON PRODUCTS, INC.: COMPANY SNAPSHOT

TABLE 90.AVON PRODUCTS, INC.: OPERATING SEGMENTS

TABLE 91.AVON PRODUCTS, INC.: PRODUCT PORTFOLIO

TABLE 92.AVON PRODUCTS, INC.: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 93.AVON PRODUCTS, INC.: NET SALES, 2016–2018 (\$MILLION)

TABLE 94.BUCKLEY LONDON: KEY EXECUTIVES

TABLE 95.BUCKLEY LONDON: COMPANY SNAPSHOT

TABLE 96.BUCKLEY LONDON: PRODUCT PORTFOLIO

TABLE 97.RICHEMONT: KEY EXECUTIVES

TABLE 98.RICHEMONT: COMPANY SNAPSHOT

TABLE 99.RICHEMONT: OPERATING SEGMENTS

TABLE 100.RICHEMONT: PRODUCT PORTFOLIO

TABLE 101.RICHEMONT: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 102.RICHEMONT: NET SALES, 2016–2018 (\$MILLION)

TABLE 103.DCK GROUP: COMPANY SNAPSHOT

TABLE 104.DCK GROUP: PRODUCT PORTFOLIO

TABLE 105.GIORGIO ARMANI S.P.A.: KEY EXECUTIVES
TABLE 106.GIORGIO ARMANI S.P.A.: COMPANY SNAPSHOT
TABLE 107.GIORGIO ARMANI S.P.A.: PRODUCT PORTFOLIO
TABLE 108.H.STERN: KEY EXECUTIVES
TABLE 109.H.STERN: COMPANY SNAPSHOT
TABLE 110.H.STERN: PRODUCT PORTFOLIO
TABLE 111.LVMH GROUP: KEY EXECUTIVES
TABLE 112.LVMH GROUP: COMPANY SNAPSHOT
TABLE 113.LVMH GROUP: OPERATING SEGMENTS
TABLE 114.LVMH GROUP: PRODUCT PORTFOLIO
TABLE 115.LVMH GROUP: R&D EXPENDITURE, 2016–2018 (\$MILLION)
TABLE 116.LVMH GROUP: NET SALES, 2016–2018 (\$MILLION)
TABLE 117.RANDA: KEY EXECUTIVES
TABLE 118.RANDA: COMPANY SNAPSHOT
TABLE 119.RANDA: PRODUCT PORTFOLIO
TABLE 120.STULLER: KEY EXECUTIVES
TABLE 121.STULLER: COMPANY SNAPSHOT
TABLE 122.STULLER: PRODUCT PORTFOLIO
TABLE 123.YURMAN DESIGN INC.: KEY EXECUTIVES
TABLE 124.YURMAN DESIGN INC.: COMPANY SNAPSHOT
TABLE 125.YURMAN DESIGN: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

FIGURE 01.KEY MARKET SEGMENT

FIGURE 02.EXECUTIVE SUMMARY

FIGURE 03.TOP IMPACTING FACTORS

FIGURE 04.TOP INVESTMENT POCKETS

FIGURE 05.PARENT/PEER MARKET OVERVIEW

FIGURE 06.MARKET EVOLUTION/INDUSTRY ROADMAP

FIGURE 07.INDUSTRY PAIN POINT ANALYSIS

FIGURE 08.SUPPLY CHAIN ANALYSIS

FIGURE 09.COSTUME JEWELRY MARKET: DRIVERS, RESTRAINTS, AND OPPORTUNITIES

FIGURE 10.INDIVIDUALS USING INTERNET (% OF POPULATION), 2014–2016

FIGURE 11.GOLD PRICES FROM 2015-2019

FIGURE 12.GLOBAL COSTUME JEWELRY MARKET, BY PRODUCT TYPE, 2019 (%)

FIGURE 13.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR NECKLACES & CHAINS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 14.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR EARRINGS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 15.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR RINGS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 16.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR CUFFLINKS & STUDS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 17.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR BRACELETS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 18.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR OTHERS, BY COUNTRY, 2019 & 2027 (%)

FIGURE 19.GLOBAL COSTUME JEWELRY MARKET, BY GENDER, 2019 (%)

FIGURE 20.COMPARATIVE SHARE ANALYSIS OF MALECOSTUME JEWELRY MARKET REVENUE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 21.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR FEMALE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 22.GLOBAL COSTUME JEWELRY MARKET, BY MODE OF SALE, 2019 (%)

FIGURE 23.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR RETAIL SALE, BY COUNTRY, 2019 & 2027 (%)

FIGURE 24.COMPARATIVE SHARE ANALYSIS OF GLOBAL COSTUME JEWELRY MARKET REVENUE FOR ONLINE SALE, BY COUNTRY, 2019 & 2027 (%)

- FIGURE 25.COSTUME JEWELRY MARKET, BY REGION, 2018 & 2026 (%)
- FIGURE 26.U.S. COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 27.CANADA COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 28.MEXICO COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 29.UK COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 30.ITALY COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 31.FRANCE COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 32.GERMANY COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 33.NETHERLANDS COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 34.SPAIN COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 35.REST OF EUROPE COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 36.CHINA COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 37.JAPAN COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 38.SINGAPORE COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 39.INDIA COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 40.AUSTRALIA COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 41.REST OF ASIA-PACIFIC COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 42.LATIN AMERICA COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 43.MIDDLE EAST COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 44.AFRICA COSTUME JEWELRY MARKET, 2019-2027 (\$MILLION)
- FIGURE 45.PRODUCT MAPPING OF TOP 10 KEY PLAYERS
- FIGURE 46.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS
- FIGURE 47.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS
- FIGURE 48.AVON PRODUCTS, INC.: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 49.AVON PRODUCTS, INC.: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 50.AVON PRODUCTS, INC.: REVENUE SHARE BY PRODUCT AND SERVICE TYPE, 2018 (%)
- FIGURE 51.AVON PRODUCTS, INC.: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 52.RICHEMONT: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 53.RICHEMONT: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 54.RICHEMONT: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 55.RICHEMONT: REVENUE SHARE BY REGION, 2018 (%)
- FIGURE 56.LVMH GROUP: R&D EXPENDITURE, 2016–2018 (\$MILLION)
- FIGURE 57.LVMH GROUP: NET SALES, 2016–2018 (\$MILLION)
- FIGURE 58.LVMH GROUP: REVENUE SHARE BY SEGMENT, 2018 (%)
- FIGURE 59.LVMH GROUP: REVENUE SHARE BY REGION, 2018 (%)

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