

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

<https://marketpublishers.com/r/C6E78D6EE4AEN.html>

Date: April 2020

Pages: 256

Price: US\$ 5,370.00 (Single User License)

ID: C6E78D6EE4AEN

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, Chanel 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

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