

Global Online Jewelry Market - Focus on the U.S., China and India: Trends & Opportunities (2013-2018)

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Abstracts

Scope of the Report

The report titled “Global Online Jewelry Market – Focus on the U.S., China and India: Trends and Opportunities (2013-2018)” provides an in-depth analysis of the major jewelry markets like the U.S., China and India. The report assesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the online jewelry industry in the forecasted period (2013-18). Further, key players of the online jewelry industry like Blue Nile Inc., Tiffany & Co., Signet Jewelers Limited, Zale Corporation, Jewelry Television, Ross-Simons and Bidz.com are profiled.

Geographical Coverage

The U.S.

China

India

Company Coverage

Blue Nile Inc.

Tiffany & Co.

Signet Jewelers Limited

Zale Corporation

Jewelry Television

Ross-Simons

Bidz.com

Executive Summary

The jewelry industry is global in nature due to geographic dispersion of its value-chain. Mining of gems and precious metals primarily takes place in Africa, Canada, Australia and Russia; polishing and manufacturing in developing economies like India, China and Turkey; retailing in the developed markets of the U.S., European Union, Japan and emerging nations like India and China. Online retailing or e-tailing of jewelry does away with geographic boundaries with availability of jewelry at just a click away. Online jewelry shopping is catching up fast and is performing better than its brick and mortar counterpart.

The growth of online jewelry is driven by increasing internet penetration rates around the world, growth in high net worth individuals' population and availability of low online jewelry prices. However, factors such as lack of touch and feel before buying jewelry online, security risk and e-commerce sales tax are posing challenges to the growth of online jewelry market.

Major trends prevailing in the U.S. jewelry market are strong engagement ring sales, shrink in number of jewelry stores in the country, etc. In the Chinese online jewelry market, changing women's position in the family, gift-giving culture, increasing westernization and high appetite for luxury goods are some of the major market trends. Whereas, the Indian online jewelry industry has seen major VC investments in online jewelry stores in recent years.

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