

The US Diamond Engagement Ring Market With Focus On Online Mode (2021-2025 Edition)

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Abstracts

Scope of the Report

The report titled “The US Diamond Engagement Ring Market With Focus On Online Mode (2021-2025 Edition)”, provides an in depth analysis of the market by value, by segments, by platform, etc.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the US diamond engagement ring Market market has also been forecasted for the period 2021-2025, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the US diamond engagement ring market are Blue Nile, Inc., Amazon.com, Inc., Signet Jewelers Ltd., and Tiffany & Co. The four companies have been profiled in the report providing detailed analysis of their financial information and business strategies.

Country Coverage

The US

Company Coverage

Blue Nile, Inc.

Amazon.com, Inc.

Signet Jewelers Ltd.

Tiffany & Co.

Executive Summary

Generally, diamond rings are preferred for engagements and marriages. There are various types of diamond rings available, such as solitaires, Halo, Vintage, Three stone, Gemstone preset, Diamond sidestone, etc. The important factors that need to be considered while selecting a diamond ring, include shape, size, carat, cut, clarity, color etc. The diamond engagement ring market can be segmented on the basis of platform into online and offline diamond engagement ring market.

The US diamond engagement ring market has witnessed continuous growth in the past few years and is projected to grow further during the forecast period (2021-2025). The market is expected to be driven by various growth enhancing factors such as the growing number of digital buyers, soaring urban population, increasing female population, rising number of smartphone users, etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are economic slowdown, declining number of tourists, e-commerce fraud and delayed marriages.

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