

The US Jewellery Market: Size, Trends and Forecasts (2020-2024 Edition)

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Abstracts

SCOPE OF THE REPORT

The report entitled "The US Jewellery Market: Size, Trends and Forecasts (2020-2024 Edition)" provides an in-depth analysis of the jewellery market in the US including detailed description of market sizing and growth. The report provides analysis of the US jewellery market by value and by metals and stones. The report also provides detailed analysis of the US gold, diamond, platinum and other gems and jewellery market.

Moreover, 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 overall US jewellery market has also been forecasted for the period 2020-2024, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

EXECUTIVE SUMMARY

The jewellery market has been segmented on the basis of type, assortment, platform, branding, metals and gender. The two main types of jewellery are fine jewellery and costume jewellery. On the basis of assortment, the market has been divided into rings, neckwear, earrings etc. Jewellery market can also be segmented on the basis of branding into branded and unbranded jewellery. Various kinds of metals included in jewellery market are gold, silver, diamond, platinum, gems etc. On the basis of platform, the market has been divided into online and offline jewellery market.

The US jewellery market has witnessed continuous growth in the past few years and is projected to grow even further during the forecast period (2020-2024). The market is

expected to be driven by various growth enhancing factors such as rising per capita disposable income, growing number of digital buyers, soaring urban population, increasing female population etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are reduction in the number of independent jewelers, decline in weddings, etc.

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