

# 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.

## Contents

### 1. EXECUTIVE SUMMARY

### 2. INTRODUCTION

#### 2.1 Jewellery: An Overview

2.1.1 Purpose/Reasons for Using Jewellery

2.1.2 History of Jewellery

2.1.3 Traditional v/s Modern Jewellery

2.1.4 Steps in Jewellery Manufacturing

#### 2.2 Jewellery Segmentation: An Overview

2.2.1 Jewellery Segmentation

### 3. THE US MARKET ANALYSIS

#### 3.1 The US Jewellery Market: An Analysis

3.1.1 The US Jewellery Market by Value

3.1.2 The US Jewellery Market by Metals and Stones (Diamond, Platinum, Gold, Other Gems and Jewellery)

#### 3.2 The US Jewellery Market: Metals and Stones Analysis

3.2.1 The US Gold Jewellery Market by Value

3.2.2 The US Gold Jewellery Market by Consumption

3.2.3 The US Diamond Jewellery Market by Value

3.2.4 The US Diamond Jewellery Market by Demand

3.2.5 The US Polished Diamond Market by Demand

3.2.6 The US Polished Diamond Market by Sales

3.2.7 The US Platinum Jewellery Market by Value

3.2.8 The US Other Gems and Jewellery Market by Value

### 4. MARKET DYNAMICS

#### 4.1 Growth Drivers

4.1.1 Rising Per Capita Disposable Income

4.1.2 Growing Number of Digital Buyers

4.1.3 Soaring Urban Population

4.1.4 Rising Female Labor Force

4.1.5 Growing Number of Social Network Users

4.1.6 Increasing Female Population

- 4.1.7 Escalating Retail E-commerce Sales
- 4.1.8 Increasing Number of Smartphone Users
- 4.2 Challenges
  - 4.2.1 Decline in Weddings
  - 4.2.2 Reduced Number of Independent Jewellers
  - 4.2.3 Low Influx of Funds from Banks and Financial Institutions
- 4.3 Market Trends
  - 4.3.1 Increasing Demand for Jewellery by Millennials
  - 4.3.2 High Demand during Holidays and Special Occasions
  - 4.3.3 Growing Demand for Smart Jewellery

## **5. COMPETITIVE LANDSCAPE**

- 5.1 The US Jewellery Market Players by Revenue CAGR
- 5.2 The US Jewellery Market Players by Number of Stores
- 5.3 The US Diamond Jewellery Market Players by LFL Sales Growth

## List Of Figures

### LIST OF FIGURES

- Figure 1: Purpose/Reasons for Using Jewellery
- Figure 2: History of Jewellery
- Figure 3: Steps in Jewellery Manufacturing
- Figure 4: Jewellery Segmentation
- Figure 5: The US Jewellery Market by Value; 2014-2019 (US\$ Billion)
- Figure 6: The US Jewellery Market by Value; 2020-2024 (US\$ Billion)
- Figure 7: The US Jewellery Market by Metals and Stones; 2019 (Percentage, %)
- Figure 8: The US Gold Jewellery Market by Value; 2016-2019 (US\$ Billion)
- Figure 9: The US Gold Jewellery Market by Value; 2020-2024 (US\$ Billion)
- Figure 10: The US Gold Jewellery Market by Consumption; 2016-Q2 2019 (Tonnes)
- Figure 11: The US Diamond Jewellery Market by Value; 2016-2019 (US\$ Billion)
- Figure 12: The US Diamond Jewellery Market by Value; 2020-2024 (US\$ Billion)
- Figure 13: The US Diamond Jewellery Market by Demand; 2014-2019 (US\$ Billion)
- Figure 14: The US Diamond Jewellery Market by Demand; 2020-2024 (US\$ Billion)
- Figure 15: The US Polished Diamond Market by Demand; 2015-2019 (US\$ Billion)
- Figure 16: The US Polished Diamond Market by Demand; 2020-2024 (US\$ Billion)
- Figure 17: The US Polished Diamond Market by Sales; 2015-2019 (US\$ Billion)
- Figure 18: The US Polished Diamond Market by Sales; 2020-2024 (US\$ Billion)
- Figure 19: The US Platinum Jewellery Market by Value; 2016-2019 (US\$ Billion)
- Figure 20: The US Platinum Jewellery Market by Value; 2020-2024 (US\$ Billion)
- Figure 21: The US Other Gems and Jewellery Market by Value; 2016-2019 (US\$ Billion)
- Figure 22: The US Other Gems and Jewellery Market by Value; 2020-2024 (US\$ Billion)
- Figure 23: The US Per Capita Disposable Income; 2013-Q3 2019 (US\$ Thousand)
- Figure 24: The US Digital Buyers; 2013-2021 (Million)
- Figure 25: The US Urban Population; 2012-2019E (Percentage, %)
- Figure 26: The US Female Labor Force Participation Rate; 2015-2019 (Percentage; %)
- Figure 27: The US Social Network Users; 2017-2023 (Million)
- Figure 28: The US Female Population; 2014-2024 (Million)
- Figure 29: The US Retail E-commerce Sales; 2017-2023 (US\$ Billion)
- Figure 30: The US Smartphone Users; 2014-2023 (Million)
- Figure 31: The US Annual Number of Weddings; 2016-2021 (Million)
- Figure 32: The US Millennials' Annual Aggregate Income; 2020-2030 (US\$ Trillion)
- Figure 33: The US Holiday Retail Sales; 2012-2019 (US\$ Billion)
- Figure 34: The US Smart Jewellery Sales; 2018-2021 (US\$ Billion)
- Figure 35: The US Jewellery Market Players by Revenue CAGR; 2017-2019

(Percentage, %)

Figure 36: The US Diamond Jewellery Market Players by LFL Sales Growth; Q1 2017-Q1 2019 (Percentage, %)

Table 1: Traditional v/s Modern Jewellery

Table 2: The US Jewellery Market Players by Number of Stores; 2017/2018

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