

# Luxury Jewellery in Italy

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## Abstracts

The jewellery industry in Italy has a large presence of small independent jewellers, all of whose activity was halted during the COVID-19 lockdown of spring 2020. In addition, once the lockdown from March-May was over, operators faced major challenges because the typical outlet is very small, and in most cases, retailers were unable to implement social distancing. Moreover, cleaning and sanitisation every piece after customers have tried it on is very difficult, as many sanitation chemicals adve...

Euromonitor International's Luxury Jewellery in Italy report offers a comprehensive guide to the size and shape of the Luxury Jewellery market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Jewellery retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

**Product coverage:** Luxury Costume Jewellery, Luxury Fine Jewellery.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Luxury Jewellery market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Successful vaccination rollout supports modest rebound

Revival in weddings boosts demand for luxury fine jewellery

Brands are paying more attention to e-commerce

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Glut of weddings will boost demand in 2022, but overall recovery will be gradual

Branding will continue to grow in importance, with sustainability of growing interest to younger consumers

Brands will increasingly seek to mimic the in-person shopping experience online

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