

Luxury Jewellery in Turkey

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Abstracts

The COVID-19 pandemic led to a sharp fall in spending on luxury jewellery in 2020, with women's luxury fine jewellery recording the steepest decline. Reduced consumer confidence in the context of economic uncertainty and pressure on disposable incomes impacted spending on high-ticket items, while the category was also hit by travel restrictions and lockdowns, which led to lower tourist spending. Indeed, luxury jewellery was one of the first areas of luxury goods to feel the profound impact of re...

Euromonitor International's Luxury Jewellery in Turkey 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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Reduced consumer confidence, fewer celebrations and less travel prompt a sharp fall in sales of luxury jewellery in 2020

Consumers look to affordable luxury and luxury costume jewellery in place of fine jewellery in 2020

Reliance on store-based sales hinders ability to adapt to challenges of COVID-19 crisis in 2020

RECOVERY AND OPPORTUNITIES

Luxury costume jewellery offers best prospects as sales struggle to return to pre-pandemic levels over the forecast period

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