

Selling Jewellery to Gen Z: Opportunities and Challenges

<https://marketpublishers.com/r/SFE3E73E095BEN.html>

Date: January 2024

Pages: 61

Price: US\$ 1,325.00 (Single User License)

ID: SFE3E73E095BEN

Abstracts

To boost sales, the jewellery industry must focus on Gen Z, which comprises over 23% of the population and has growing purchasing power. The industry faces the challenge of aligning with Gen Z's values to secure their attention and spending. Technology, particularly social media, is vital for engaging with them, serving as both a self-presentation platform and a shopping destination. Understanding and responding to their sustainability needs is a puzzle the industry still needs to solve.

...

Euromonitor International's Selling Jewellery to Gen Z: Opportunities and Challenges global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

Product coverage: Bags and Luggage, Jewellery, Traditional and Connected Watches, Writing Instruments.

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

Why buy this report?

Get a detailed picture of the Personal Accessories 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.

Contents

Introduction
State of play
What Gen Z wants from jewellery brands
The industry response
Future opportunities and challenges
Appendix

I would like to order

Product name: Selling Jewellery to Gen Z: Opportunities and Challenges

Product link: <https://marketpublishers.com/r/SFE3E73E095BEN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SFE3E73E095BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970