

Global Demi-fine Jewelry Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Demi-fine Jewelry market size is expected to reach \$ 5814 million by 2032, rising at a market growth of 6.8% CAGR during the forecast period (2026-2032). Demi fine jewelry generally denotes a category positioned between traditional fine jewelry and mass fashion accessories, characterised by the use of precious or near precious metal bases, refined manufacturing techniques and mid to upper yet still accessible price points. Typical demi fine pieces are constructed from sterling silver, lower karat gold, gold filled silver, thick gold vermeil and rhodium plated silver, with the metal structure formed through wax modelling, casting, machining, polishing and careful quality control, and then set with small natural diamonds, coloured gemstones, semi precious stones, pearls, or high grade simulants such as cubic zirconia and lab grown diamonds and coloured stones. This combination aims to deliver durable, largely hypoallergenic products with a finish and lustre approaching classic fine jewelry while remaining suitable for frequent wear. The core assortment tends to focus on slim bands, short necklaces and chokers, chain bracelets, studs, hoops, ear cuffs and anklets designed for stacking, with interchangeable charms, birthstones, zodiac or initial motifs frequently used to enhance personalisation and gifting appeal. In terms of usage, demi fine jewelry is primarily worn for office, everyday casual and light evening occasions, while also playing an important role in self gifting and smaller gift exchanges, acting both as an entry level 'first fine piece' for many consumers and as a flexible styling layer between high value heirloom items and fast turning fashion jewelry. In 2025, global demi fine jewelry production reached approximately 30 to 45 million pieces, with typical FOB export prices for mainstream products ranging between USD 70 and USD 130 per piece. Against a backdrop of global jewellery premiumisation and demographic shifts, demi fine jewelry is rapidly becoming one of the most dynamic segments in the mid to upper accessible price bands thanks to its balanced mix of material quality, craftsmanship and

price. Younger consumers tend to allocate their budgets through smaller and more frequent jewellery purchases, prioritising design, stackability and styling versatility over single item absolute value, which creates significant headroom for collections centred on sterling silver, gold vermeil and small diamonds or coloured stones. At the same time, digital native direct to consumer brands have compressed traditional markup structures by reducing intermediaries, promoting transparent pricing and foregrounding sustainable materials, while using social media and content driven discovery to build a highly engaged consumer base around the demi fine concept, prompting established jewellery groups and department store operators to launch light luxury sub lines targeting Millennial and Gen Z audiences.

However, as a still emerging segment, demi fine jewelry faces challenges arising from the lack of unified standards and the need to build and maintain consumer trust. Practices vary widely across brands in areas such as base metal specifications, plating thickness, gemstone sourcing and treatment disclosure, and any mismatch between promised and experienced durability, tarnish resistance or skin compatibility can quickly undermine repeat purchases and word of mouth. At the same time, slowing growth in the broader luxury and fashion sectors, combined with rising digital marketing and fulfilment costs, is putting pressure on business models that rely heavily on paid online acquisition, making it essential for demi fine players to enhance supply chain efficiency, sharpen assortment architecture and increase basket size and lifetime value while investing in sustainability and compliance as long term trust drivers.

Looking ahead, demand in demi fine jewelry is expected to evolve along three main themes: greater transparency on product quality, more traceable and responsible material sourcing, and stronger stylistic differentiation. A growing number of brands are committing to recycled precious metals, responsibly sourced stones and measurable carbon impacts, weaving these elements into product storytelling and packaging. Online personalisation features such as engraving, adjustable chain lengths, colour choices and curated stacking suggestions will further elevate the sense of ritual and participation in everyday wear and gifting, while omnichannel networks will support deeper penetration into emerging markets and second tier cities. Companies that can build durable advantages across design innovation, digital execution, customer experience and supply chain control are best positioned to consolidate demi fine jewelry's role as a primary entry point into everyday high end jewellery and accessible luxury, and to sustain growth above the broader jewellery market over the medium to long term. This report studies the global Demi-fine Jewelry production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Demi-fine Jewelry and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and

competition, as well as details the characteristics of Demi-fine Jewelry that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Demi-fine Jewelry total production and demand, 2021-2032, (Pcs)

Global Demi-fine Jewelry total production value, 2021-2032, (USD Million)

Global Demi-fine Jewelry production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Pcs), (based on production site)

Global Demi-fine Jewelry consumption by region & country, CAGR, 2021-2032 & (Pcs)

U.S. VS China: Demi-fine Jewelry domestic production, consumption, key domestic manufacturers and share

Global Demi-fine Jewelry production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Pcs)

Global Demi-fine Jewelry production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Pcs)

Global Demi-fine Jewelry production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Pcs)

This report profiles key players in the global Demi-fine Jewelry market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Pandora A/S, D. Swarovski KG (Swarovski), Thomas Sabo GmbH & Co. KG, TASAKI Co., Ltd., Bulgari S.p.A., Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard), Lorenzo Jewelry Limited, Missoma Ltd, Astley Clarke Ltd, Catbird, Inc., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Demi-fine Jewelry market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Pcs) and average price (US\$/Piece) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Demi-fine Jewelry Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Demi-fine Jewelry Market, Segmentation by Type:

below USD 150

USD 151 to USD 300

Above USD 300

Global Demi-fine Jewelry Market, Segmentation by Metal Base:

Sterling Silver

Gold Vermeil

Solid Gold

Others

Global Demi-fine Jewelry Market, Segmentation by Stone Type:

Diamond Focus

Colored Gemstone

Minimalist Metal

Others

Global Demi-fine Jewelry Market, Segmentation by Product Form:

Rings

Necklace and Pendant

Earring

Bracelet and Anklet

Others

Global Demi-fine Jewelry Market, Segmentation by Application:

Online

Offline

Companies Profiled:

Pandora A/S

D. Swarovski KG (Swarovski)

Thomas Sabo GmbH & Co. KG

TASAKI Co., Ltd.

Bulgari S.p.A.

Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard)

Lorenzo Jewelry Limited

Missoma Ltd

Astley Clarke Ltd

Catbird, Inc.

Monica Vinader Ltd

SARAH & SEBASTIAN Pty Ltd

HirotaKa Co., Ltd.

Chow Tai Fook Jewellery Group Limited

Luk Fook Holdings (International) Limited

Chow Sang Sang Holdings International Limited

Lao Feng Xiang Co., Ltd.

Chow Tai Seng Jewelry Co., Ltd.

Key Questions Answered:

1. How big is the global Demi-fine Jewelry market?
2. What is the demand of the global Demi-fine Jewelry market?
3. What is the year over year growth of the global Demi-fine Jewelry market?
4. What is the production and production value of the global Demi-fine Jewelry market?
5. Who are the key producers in the global Demi-fine Jewelry market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Demi-fine Jewelry Introduction
- 1.2 World Demi-fine Jewelry Supply & Forecast
 - 1.2.1 World Demi-fine Jewelry Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Demi-fine Jewelry Production (2021-2032)
 - 1.2.3 World Demi-fine Jewelry Pricing Trends (2021-2032)
- 1.3 World Demi-fine Jewelry Production by Region (Based on Production Site)
 - 1.3.1 World Demi-fine Jewelry Production Value by Region (2021-2032)
 - 1.3.2 World Demi-fine Jewelry Production by Region (2021-2032)
 - 1.3.3 World Demi-fine Jewelry Average Price by Region (2021-2032)
 - 1.3.4 North America Demi-fine Jewelry Production (2021-2032)
 - 1.3.5 Europe Demi-fine Jewelry Production (2021-2032)
 - 1.3.6 China Demi-fine Jewelry Production (2021-2032)
 - 1.3.7 Japan Demi-fine Jewelry Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Demi-fine Jewelry Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Demi-fine Jewelry Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Demi-fine Jewelry Demand (2021-2032)
- 2.2 World Demi-fine Jewelry Consumption by Region
 - 2.2.1 World Demi-fine Jewelry Consumption by Region (2021-2026)
 - 2.2.2 World Demi-fine Jewelry Consumption Forecast by Region (2027-2032)
- 2.3 United States Demi-fine Jewelry Consumption (2021-2032)
- 2.4 China Demi-fine Jewelry Consumption (2021-2032)
- 2.5 Europe Demi-fine Jewelry Consumption (2021-2032)
- 2.6 Japan Demi-fine Jewelry Consumption (2021-2032)
- 2.7 South Korea Demi-fine Jewelry Consumption (2021-2032)
- 2.8 ASEAN Demi-fine Jewelry Consumption (2021-2032)
- 2.9 India Demi-fine Jewelry Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Demi-fine Jewelry Production Value by Manufacturer (2021-2026)

- 3.2 World Demi-fine Jewelry Production by Manufacturer (2021-2026)
- 3.3 World Demi-fine Jewelry Average Price by Manufacturer (2021-2026)
- 3.4 Demi-fine Jewelry Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Demi-fine Jewelry Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Demi-fine Jewelry in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Demi-fine Jewelry in 2025
- 3.6 Demi-fine Jewelry Market: Overall Company Footprint Analysis
 - 3.6.1 Demi-fine Jewelry Market: Region Footprint
 - 3.6.2 Demi-fine Jewelry Market: Company Product Type Footprint
 - 3.6.3 Demi-fine Jewelry Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Demi-fine Jewelry Production Value Comparison
 - 4.1.1 United States VS China: Demi-fine Jewelry Production Value Comparison (2021 & 2025 & 2032)
 - 4.1.2 United States VS China: Demi-fine Jewelry Production Value Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States VS China: Demi-fine Jewelry Production Comparison
 - 4.2.1 United States VS China: Demi-fine Jewelry Production Comparison (2021 & 2025 & 2032)
 - 4.2.2 United States VS China: Demi-fine Jewelry Production Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States VS China: Demi-fine Jewelry Consumption Comparison
 - 4.3.1 United States VS China: Demi-fine Jewelry Consumption Comparison (2021 & 2025 & 2032)
 - 4.3.2 United States VS China: Demi-fine Jewelry Consumption Market Share Comparison (2021 & 2025 & 2032)
- 4.4 United States Based Demi-fine Jewelry Manufacturers and Market Share, 2021-2026
 - 4.4.1 United States Based Demi-fine Jewelry Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Demi-fine Jewelry Production Value (2021-2026)

4.4.3 United States Based Manufacturers Demi-fine Jewelry Production (2021-2026)

4.5 China Based Demi-fine Jewelry Manufacturers and Market Share

4.5.1 China Based Demi-fine Jewelry Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Demi-fine Jewelry Production Value (2021-2026)

4.5.3 China Based Manufacturers Demi-fine Jewelry Production (2021-2026)

4.6 Rest of World Based Demi-fine Jewelry Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Demi-fine Jewelry Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Demi-fine Jewelry Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Demi-fine Jewelry Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Demi-fine Jewelry Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 below USD

5.2.2 USD 151 to USD

5.2.3 Above USD

5.3 Market Segment by Type

5.3.1 World Demi-fine Jewelry Production by Type (2021-2032)

5.3.2 World Demi-fine Jewelry Production Value by Type (2021-2032)

5.3.3 World Demi-fine Jewelry Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY METAL BASE

6.1 World Demi-fine Jewelry Market Size Overview by Metal Base: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Metal Base

6.2.1 Sterling Silver

6.2.2 Gold Vermeil

6.2.3 Solid Gold

6.2.4 Others

6.3 Market Segment by Metal Base

6.3.1 World Demi-fine Jewelry Production by Metal Base (2021-2032)

6.3.2 World Demi-fine Jewelry Production Value by Metal Base (2021-2032)

6.3.3 World Demi-fine Jewelry Average Price by Metal Base (2021-2032)

7 MARKET ANALYSIS BY STONE TYPE

7.1 World Demi-fine Jewelry Market Size Overview by Stone Type: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Stone Type

7.2.1 Diamond Focus

7.2.2 Colored Gemstone

7.2.3 Minimalist Metal

7.2.4 Others

7.3 Market Segment by Stone Type

7.3.1 World Demi-fine Jewelry Production by Stone Type (2021-2032)

7.3.2 World Demi-fine Jewelry Production Value by Stone Type (2021-2032)

7.3.3 World Demi-fine Jewelry Average Price by Stone Type (2021-2032)

8 MARKET ANALYSIS BY PRODUCT FORM

8.1 World Demi-fine Jewelry Market Size Overview by Product Form: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Product Form

8.2.1 Rings

8.2.2 Necklace and Pendant

8.2.3 Earring

8.2.4 Bracelet and Anklet

8.2.5 Others

8.3 Market Segment by Product Form

8.3.1 World Demi-fine Jewelry Production by Product Form (2021-2032)

8.3.2 World Demi-fine Jewelry Production Value by Product Form (2021-2032)

8.3.3 World Demi-fine Jewelry Average Price by Product Form (2021-2032)

9 MARKET ANALYSIS BY APPLICATION

9.1 World Demi-fine Jewelry Market Size Overview by Application: 2021 VS 2025 VS 2032

9.2 Segment Introduction by Application

9.2.1 Online

9.2.2 Offline

9.3 Market Segment by Application

9.3.1 World Demi-fine Jewelry Production by Application (2021-2032)

9.3.2 World Demi-fine Jewelry Production Value by Application (2021-2032)

9.3.3 World Demi-fine Jewelry Average Price by Application (2021-2032)

10 COMPANY PROFILES

10.1 Pandora A/S

10.1.1 Pandora A/S Details

10.1.2 Pandora A/S Major Business

10.1.3 Pandora A/S Demi-fine Jewelry Product and Services

10.1.4 Pandora A/S Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.1.5 Pandora A/S Recent Developments/Updates

10.1.6 Pandora A/S Competitive Strengths & Weaknesses

10.2 D. Swarovski KG (Swarovski)

10.2.1 D. Swarovski KG (Swarovski) Details

10.2.2 D. Swarovski KG (Swarovski) Major Business

10.2.3 D. Swarovski KG (Swarovski) Demi-fine Jewelry Product and Services

10.2.4 D. Swarovski KG (Swarovski) Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.2.5 D. Swarovski KG (Swarovski) Recent Developments/Updates

10.2.6 D. Swarovski KG (Swarovski) Competitive Strengths & Weaknesses

10.3 Thomas Sabo GmbH & Co. KG

10.3.1 Thomas Sabo GmbH & Co. KG Details

10.3.2 Thomas Sabo GmbH & Co. KG Major Business

10.3.3 Thomas Sabo GmbH & Co. KG Demi-fine Jewelry Product and Services

10.3.4 Thomas Sabo GmbH & Co. KG Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.3.5 Thomas Sabo GmbH & Co. KG Recent Developments/Updates

10.3.6 Thomas Sabo GmbH & Co. KG Competitive Strengths & Weaknesses

10.4 TASAKI Co., Ltd.

10.4.1 TASAKI Co., Ltd. Details

10.4.2 TASAKI Co., Ltd. Major Business

10.4.3 TASAKI Co., Ltd. Demi-fine Jewelry Product and Services

10.4.4 TASAKI Co., Ltd. Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.4.5 TASAKI Co., Ltd. Recent Developments/Updates

10.4.6 TASAKI Co., Ltd. Competitive Strengths & Weaknesses

10.5 Bulgari S.p.A.

10.5.1 Bulgari S.p.A. Details

10.5.2 Bulgari S.p.A. Major Business

10.5.3 Bulgari S.p.A. Demi-fine Jewelry Product and Services

10.5.4 Bulgari S.p.A. Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.5.5 Bulgari S.p.A. Recent Developments/Updates

10.5.6 Bulgari S.p.A. Competitive Strengths & Weaknesses

10.6 Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard)

10.6.1 Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Details

10.6.2 Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Major Business

10.6.3 Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Demi-fine Jewelry Product and Services

10.6.4 Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.6.5 Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Recent Developments/Updates

10.6.6 Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Competitive Strengths & Weaknesses

10.7 Lorenzo Jewelry Limited

10.7.1 Lorenzo Jewelry Limited Details

10.7.2 Lorenzo Jewelry Limited Major Business

10.7.3 Lorenzo Jewelry Limited Demi-fine Jewelry Product and Services

10.7.4 Lorenzo Jewelry Limited Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.7.5 Lorenzo Jewelry Limited Recent Developments/Updates

10.7.6 Lorenzo Jewelry Limited Competitive Strengths & Weaknesses

10.8 Missoma Ltd

10.8.1 Missoma Ltd Details

10.8.2 Missoma Ltd Major Business

10.8.3 Missoma Ltd Demi-fine Jewelry Product and Services

10.8.4 Missoma Ltd Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.8.5 Missoma Ltd Recent Developments/Updates

10.8.6 Missoma Ltd Competitive Strengths & Weaknesses

10.9 Astley Clarke Ltd

10.9.1 Astley Clarke Ltd Details

10.9.2 Astley Clarke Ltd Major Business

10.9.3 Astley Clarke Ltd Demi-fine Jewelry Product and Services

10.9.4 Astley Clarke Ltd Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.9.5 Astley Clarke Ltd Recent Developments/Updates

10.9.6 Astley Clarke Ltd Competitive Strengths & Weaknesses

10.10 Catbird, Inc.

10.10.1 Catbird, Inc. Details

10.10.2 Catbird, Inc. Major Business

10.10.3 Catbird, Inc. Demi-fine Jewelry Product and Services

10.10.4 Catbird, Inc. Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.10.5 Catbird, Inc. Recent Developments/Updates

10.10.6 Catbird, Inc. Competitive Strengths & Weaknesses

10.11 Monica Vinader Ltd

10.11.1 Monica Vinader Ltd Details

10.11.2 Monica Vinader Ltd Major Business

10.11.3 Monica Vinader Ltd Demi-fine Jewelry Product and Services

10.11.4 Monica Vinader Ltd Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.11.5 Monica Vinader Ltd Recent Developments/Updates

10.11.6 Monica Vinader Ltd Competitive Strengths & Weaknesses

10.12 SARAH & SEBASTIAN Pty Ltd

10.12.1 SARAH & SEBASTIAN Pty Ltd Details

10.12.2 SARAH & SEBASTIAN Pty Ltd Major Business

10.12.3 SARAH & SEBASTIAN Pty Ltd Demi-fine Jewelry Product and Services

10.12.4 SARAH & SEBASTIAN Pty Ltd Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.12.5 SARAH & SEBASTIAN Pty Ltd Recent Developments/Updates

10.12.6 SARAH & SEBASTIAN Pty Ltd Competitive Strengths & Weaknesses

10.13 Hirotaka Co., Ltd.

10.13.1 Hirotaka Co., Ltd. Details

10.13.2 Hirotaka Co., Ltd. Major Business

10.13.3 Hirotaka Co., Ltd. Demi-fine Jewelry Product and Services

10.13.4 Hirotaka Co., Ltd. Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.13.5 Hirotaka Co., Ltd. Recent Developments/Updates

10.13.6 Hirotaka Co., Ltd. Competitive Strengths & Weaknesses

10.14 Chow Tai Fook Jewellery Group Limited

10.14.1 Chow Tai Fook Jewellery Group Limited Details

10.14.2 Chow Tai Fook Jewellery Group Limited Major Business

10.14.3 Chow Tai Fook Jewellery Group Limited Demi-fine Jewelry Product and Services

10.14.4 Chow Tai Fook Jewellery Group Limited Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.14.5 Chow Tai Fook Jewellery Group Limited Recent Developments/Updates

10.14.6 Chow Tai Fook Jewellery Group Limited Competitive Strengths & Weaknesses

10.15 Luk Fook Holdings (International) Limited

10.15.1 Luk Fook Holdings (International) Limited Details

10.15.2 Luk Fook Holdings (International) Limited Major Business

10.15.3 Luk Fook Holdings (International) Limited Demi-fine Jewelry Product and Services

10.15.4 Luk Fook Holdings (International) Limited Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.15.5 Luk Fook Holdings (International) Limited Recent Developments/Updates

10.15.6 Luk Fook Holdings (International) Limited Competitive Strengths & Weaknesses

10.16 Chow Sang Sang Holdings International Limited

10.16.1 Chow Sang Sang Holdings International Limited Details

10.16.2 Chow Sang Sang Holdings International Limited Major Business

10.16.3 Chow Sang Sang Holdings International Limited Demi-fine Jewelry Product and Services

10.16.4 Chow Sang Sang Holdings International Limited Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.16.5 Chow Sang Sang Holdings International Limited Recent Developments/Updates

10.16.6 Chow Sang Sang Holdings International Limited Competitive Strengths & Weaknesses

10.17 Lao Feng Xiang Co., Ltd.

10.17.1 Lao Feng Xiang Co., Ltd. Details

10.17.2 Lao Feng Xiang Co., Ltd. Major Business

10.17.3 Lao Feng Xiang Co., Ltd. Demi-fine Jewelry Product and Services

10.17.4 Lao Feng Xiang Co., Ltd. Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.17.5 Lao Feng Xiang Co., Ltd. Recent Developments/Updates

10.17.6 Lao Feng Xiang Co., Ltd. Competitive Strengths & Weaknesses

10.18 Chow Tai Seng Jewelry Co., Ltd.

10.18.1 Chow Tai Seng Jewelry Co., Ltd. Details

10.18.2 Chow Tai Seng Jewelry Co., Ltd. Major Business

10.18.3 Chow Tai Seng Jewelry Co., Ltd. Demi-fine Jewelry Product and Services

10.18.4 Chow Tai Seng Jewelry Co., Ltd. Demi-fine Jewelry Production, Price, Value, Gross Margin and Market Share (2021-2026)

10.18.5 Chow Tai Seng Jewelry Co., Ltd. Recent Developments/Updates

10.18.6 Chow Tai Seng Jewelry Co., Ltd. Competitive Strengths & Weaknesses

11 INDUSTRY CHAIN ANALYSIS

11.1 Demi-fine Jewelry Industry Chain

11.2 Demi-fine Jewelry Upstream Analysis

11.2.1 Demi-fine Jewelry Core Raw Materials

11.2.2 Main Manufacturers of Demi-fine Jewelry Core Raw Materials

11.3 Midstream Analysis

11.4 Downstream Analysis

11.5 Demi-fine Jewelry Production Mode

11.6 Demi-fine Jewelry Procurement Model

11.7 Demi-fine Jewelry Industry Sales Model and Sales Channels

11.7.1 Demi-fine Jewelry Sales Model

11.7.2 Demi-fine Jewelry Typical Distributors

12 RESEARCH FINDINGS AND CONCLUSION

13 APPENDIX

13.1 Methodology

13.2 Research Process and Data Source

13.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. World Demi-fine Jewelry Production Value by Region (2021, 2025 and 2032) & (USD Million)
- Table 2. World Demi-fine Jewelry Production Value by Region (2021-2026) & (USD Million)
- Table 3. World Demi-fine Jewelry Production Value by Region (2027-2032) & (USD Million)
- Table 4. World Demi-fine Jewelry Production Value Market Share by Region (2021-2026)
- Table 5. World Demi-fine Jewelry Production Value Market Share by Region (2027-2032)
- Table 6. World Demi-fine Jewelry Production by Region (2021-2026) & (Pcs)
- Table 7. World Demi-fine Jewelry Production by Region (2027-2032) & (Pcs)
- Table 8. World Demi-fine Jewelry Production Market Share by Region (2021-2026)
- Table 9. World Demi-fine Jewelry Production Market Share by Region (2027-2032)
- Table 10. World Demi-fine Jewelry Average Price by Region (2021-2026) & (US\$/Piece)
- Table 11. World Demi-fine Jewelry Average Price by Region (2027-2032) & (US\$/Piece)
- Table 12. Demi-fine Jewelry Major Market Trends
- Table 13. World Demi-fine Jewelry Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Pcs)
- Table 14. World Demi-fine Jewelry Consumption by Region (2021-2026) & (Pcs)
- Table 15. World Demi-fine Jewelry Consumption Forecast by Region (2027-2032) & (Pcs)
- Table 16. World Demi-fine Jewelry Production Value by Manufacturer (2021-2026) & (USD Million)
- Table 17. Production Value Market Share of Key Demi-fine Jewelry Producers in 2025
- Table 18. World Demi-fine Jewelry Production by Manufacturer (2021-2026) & (Pcs)
- Table 19. Production Market Share of Key Demi-fine Jewelry Producers in 2025
- Table 20. World Demi-fine Jewelry Average Price by Manufacturer (2021-2026) & (US\$/Piece)
- Table 21. Global Demi-fine Jewelry Company Evaluation Quadrant
- Table 22. World Demi-fine Jewelry Industry Rank of Major Manufacturers, Based on Production Value in 2025
- Table 23. Head Office and Demi-fine Jewelry Production Site of Key Manufacturer
- Table 24. Demi-fine Jewelry Market: Company Product Type Footprint
- Table 25. Demi-fine Jewelry Market: Company Product Application Footprint

- Table 26. Demi-fine Jewelry Competitive Factors
- Table 27. Demi-fine Jewelry New Entrant and Capacity Expansion Plans
- Table 28. Demi-fine Jewelry Mergers & Acquisitions Activity
- Table 29. United States VS China Demi-fine Jewelry Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)
- Table 30. United States VS China Demi-fine Jewelry Production Comparison, (2021 & 2025 & 2032) & (Pcs)
- Table 31. United States VS China Demi-fine Jewelry Consumption Comparison, (2021 & 2025 & 2032) & (Pcs)
- Table 32. United States Based Demi-fine Jewelry Manufacturers, Headquarters and Production Site (States, Country)
- Table 33. United States Based Manufacturers Demi-fine Jewelry Production Value, (2021-2026) & (USD Million)
- Table 34. United States Based Manufacturers Demi-fine Jewelry Production Value Market Share (2021-2026)
- Table 35. United States Based Manufacturers Demi-fine Jewelry Production (2021-2026) & (Pcs)
- Table 36. United States Based Manufacturers Demi-fine Jewelry Production Market Share (2021-2026)
- Table 37. China Based Demi-fine Jewelry Manufacturers, Headquarters and Production Site (Province, Country)
- Table 38. China Based Manufacturers Demi-fine Jewelry Production Value, (2021-2026) & (USD Million)
- Table 39. China Based Manufacturers Demi-fine Jewelry Production Value Market Share (2021-2026)
- Table 40. China Based Manufacturers Demi-fine Jewelry Production, (2021-2026) & (Pcs)
- Table 41. China Based Manufacturers Demi-fine Jewelry Production Market Share (2021-2026)
- Table 42. Rest of World Based Demi-fine Jewelry Manufacturers, Headquarters and Production Site (State, Country)
- Table 43. Rest of World Based Manufacturers Demi-fine Jewelry Production Value, (2021-2026) & (USD Million)
- Table 44. Rest of World Based Manufacturers Demi-fine Jewelry Production Value Market Share (2021-2026)
- Table 45. Rest of World Based Manufacturers Demi-fine Jewelry Production, (2021-2026) & (Pcs)
- Table 46. Rest of World Based Manufacturers Demi-fine Jewelry Production Market Share (2021-2026)

Table 47. World Demi-fine Jewelry Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Demi-fine Jewelry Production by Type (2021-2026) & (Pcs)

Table 49. World Demi-fine Jewelry Production by Type (2027-2032) & (Pcs)

Table 50. World Demi-fine Jewelry Production Value by Type (2021-2026) & (USD Million)

Table 51. World Demi-fine Jewelry Production Value by Type (2027-2032) & (USD Million)

Table 52. World Demi-fine Jewelry Average Price by Type (2021-2026) & (US\$/Piece)

Table 53. World Demi-fine Jewelry Average Price by Type (2027-2032) & (US\$/Piece)

Table 54. World Demi-fine Jewelry Production Value by Metal Base, (USD Million), 2021 & 2025 & 2032

Table 55. World Demi-fine Jewelry Production by Metal Base (2021-2026) & (Pcs)

Table 56. World Demi-fine Jewelry Production by Metal Base (2027-2032) & (Pcs)

Table 57. World Demi-fine Jewelry Production Value by Metal Base (2021-2026) & (USD Million)

Table 58. World Demi-fine Jewelry Production Value by Metal Base (2027-2032) & (USD Million)

Table 59. World Demi-fine Jewelry Average Price by Metal Base (2021-2026) & (US\$/Piece)

Table 60. World Demi-fine Jewelry Average Price by Metal Base (2027-2032) & (US\$/Piece)

Table 61. World Demi-fine Jewelry Production Value by Stone Type, (USD Million), 2021 & 2025 & 2032

Table 62. World Demi-fine Jewelry Production by Stone Type (2021-2026) & (Pcs)

Table 63. World Demi-fine Jewelry Production by Stone Type (2027-2032) & (Pcs)

Table 64. World Demi-fine Jewelry Production Value by Stone Type (2021-2026) & (USD Million)

Table 65. World Demi-fine Jewelry Production Value by Stone Type (2027-2032) & (USD Million)

Table 66. World Demi-fine Jewelry Average Price by Stone Type (2021-2026) & (US\$/Piece)

Table 67. World Demi-fine Jewelry Average Price by Stone Type (2027-2032) & (US\$/Piece)

Table 68. World Demi-fine Jewelry Production Value by Product Form, (USD Million), 2021 & 2025 & 2032

Table 69. World Demi-fine Jewelry Production by Product Form (2021-2026) & (Pcs)

Table 70. World Demi-fine Jewelry Production by Product Form (2027-2032) & (Pcs)

Table 71. World Demi-fine Jewelry Production Value by Product Form (2021-2026) &

(USD Million)

Table 72. World Demi-fine Jewelry Production Value by Product Form (2027-2032) & (USD Million)

Table 73. World Demi-fine Jewelry Average Price by Product Form (2021-2026) & (US\$/Piece)

Table 74. World Demi-fine Jewelry Average Price by Product Form (2027-2032) & (US\$/Piece)

Table 75. World Demi-fine Jewelry Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 76. World Demi-fine Jewelry Production by Application (2021-2026) & (Pcs)

Table 77. World Demi-fine Jewelry Production by Application (2027-2032) & (Pcs)

Table 78. World Demi-fine Jewelry Production Value by Application (2021-2026) & (USD Million)

Table 79. World Demi-fine Jewelry Production Value by Application (2027-2032) & (USD Million)

Table 80. World Demi-fine Jewelry Average Price by Application (2021-2026) & (US\$/Piece)

Table 81. World Demi-fine Jewelry Average Price by Application (2027-2032) & (US\$/Piece)

Table 82. Pandora A/S Basic Information, Manufacturing Base and Competitors

Table 83. Pandora A/S Major Business

Table 84. Pandora A/S Demi-fine Jewelry Product and Services

Table 85. Pandora A/S Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 86. Pandora A/S Recent Developments/Updates

Table 87. Pandora A/S Competitive Strengths & Weaknesses

Table 88. D. Swarovski KG (Swarovski) Basic Information, Manufacturing Base and Competitors

Table 89. D. Swarovski KG (Swarovski) Major Business

Table 90. D. Swarovski KG (Swarovski) Demi-fine Jewelry Product and Services

Table 91. D. Swarovski KG (Swarovski) Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 92. D. Swarovski KG (Swarovski) Recent Developments/Updates

Table 93. D. Swarovski KG (Swarovski) Competitive Strengths & Weaknesses

Table 94. Thomas Sabo GmbH & Co. KG Basic Information, Manufacturing Base and Competitors

Table 95. Thomas Sabo GmbH & Co. KG Major Business

Table 96. Thomas Sabo GmbH & Co. KG Demi-fine Jewelry Product and Services

Table 97. Thomas Sabo GmbH & Co. KG Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 98. Thomas Sabo GmbH & Co. KG Recent Developments/Updates

Table 99. Thomas Sabo GmbH & Co. KG Competitive Strengths & Weaknesses

Table 100. TASAKI Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 101. TASAKI Co., Ltd. Major Business

Table 102. TASAKI Co., Ltd. Demi-fine Jewelry Product and Services

Table 103. TASAKI Co., Ltd. Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 104. TASAKI Co., Ltd. Recent Developments/Updates

Table 105. TASAKI Co., Ltd. Competitive Strengths & Weaknesses

Table 106. Bulgari S.p.A. Basic Information, Manufacturing Base and Competitors

Table 107. Bulgari S.p.A. Major Business

Table 108. Bulgari S.p.A. Demi-fine Jewelry Product and Services

Table 109. Bulgari S.p.A. Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 110. Bulgari S.p.A. Recent Developments/Updates

Table 111. Bulgari S.p.A. Competitive Strengths & Weaknesses

Table 112. Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Basic Information, Manufacturing Base and Competitors

Table 113. Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Major Business

Table 114. Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Demi-fine Jewelry Product and Services

Table 115. Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 116. Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Recent Developments/Updates

Table 117. Le Petit-Fils de L.U. Chopard & Cie S.A. (Chopard) Competitive Strengths & Weaknesses

Table 118. Lorenzo Jewelry Limited Basic Information, Manufacturing Base and Competitors

Table 119. Lorenzo Jewelry Limited Major Business

Table 120. Lorenzo Jewelry Limited Demi-fine Jewelry Product and Services

Table 121. Lorenzo Jewelry Limited Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 122. Lorenzo Jewelry Limited Recent Developments/Updates

- Table 123. Lorenzo Jewelry Limited Competitive Strengths & Weaknesses
- Table 124. Missoma Ltd Basic Information, Manufacturing Base and Competitors
- Table 125. Missoma Ltd Major Business
- Table 126. Missoma Ltd Demi-fine Jewelry Product and Services
- Table 127. Missoma Ltd Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 128. Missoma Ltd Recent Developments/Updates
- Table 129. Missoma Ltd Competitive Strengths & Weaknesses
- Table 130. Astley Clarke Ltd Basic Information, Manufacturing Base and Competitors
- Table 131. Astley Clarke Ltd Major Business
- Table 132. Astley Clarke Ltd Demi-fine Jewelry Product and Services
- Table 133. Astley Clarke Ltd Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 134. Astley Clarke Ltd Recent Developments/Updates
- Table 135. Astley Clarke Ltd Competitive Strengths & Weaknesses
- Table 136. Catbird, Inc. Basic Information, Manufacturing Base and Competitors
- Table 137. Catbird, Inc. Major Business
- Table 138. Catbird, Inc. Demi-fine Jewelry Product and Services
- Table 139. Catbird, Inc. Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 140. Catbird, Inc. Recent Developments/Updates
- Table 141. Catbird, Inc. Competitive Strengths & Weaknesses
- Table 142. Monica Vinader Ltd Basic Information, Manufacturing Base and Competitors
- Table 143. Monica Vinader Ltd Major Business
- Table 144. Monica Vinader Ltd Demi-fine Jewelry Product and Services
- Table 145. Monica Vinader Ltd Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 146. Monica Vinader Ltd Recent Developments/Updates
- Table 147. Monica Vinader Ltd Competitive Strengths & Weaknesses
- Table 148. SARAH & SEBASTIAN Pty Ltd Basic Information, Manufacturing Base and Competitors
- Table 149. SARAH & SEBASTIAN Pty Ltd Major Business
- Table 150. SARAH & SEBASTIAN Pty Ltd Demi-fine Jewelry Product and Services
- Table 151. SARAH & SEBASTIAN Pty Ltd Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 152. SARAH & SEBASTIAN Pty Ltd Recent Developments/Updates
- Table 153. SARAH & SEBASTIAN Pty Ltd Competitive Strengths & Weaknesses
- Table 154. Hirotaka Co., Ltd. Basic Information, Manufacturing Base and Competitors

- Table 155. Hirotaka Co., Ltd. Major Business
- Table 156. Hirotaka Co., Ltd. Demi-fine Jewelry Product and Services
- Table 157. Hirotaka Co., Ltd. Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 158. Hirotaka Co., Ltd. Recent Developments/Updates
- Table 159. Hirotaka Co., Ltd. Competitive Strengths & Weaknesses
- Table 160. Chow Tai Fook Jewellery Group Limited Basic Information, Manufacturing Base and Competitors
- Table 161. Chow Tai Fook Jewellery Group Limited Major Business
- Table 162. Chow Tai Fook Jewellery Group Limited Demi-fine Jewelry Product and Services
- Table 163. Chow Tai Fook Jewellery Group Limited Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 164. Chow Tai Fook Jewellery Group Limited Recent Developments/Updates
- Table 165. Chow Tai Fook Jewellery Group Limited Competitive Strengths & Weaknesses
- Table 166. Luk Fook Holdings (International) Limited Basic Information, Manufacturing Base and Competitors
- Table 167. Luk Fook Holdings (International) Limited Major Business
- Table 168. Luk Fook Holdings (International) Limited Demi-fine Jewelry Product and Services
- Table 169. Luk Fook Holdings (International) Limited Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 170. Luk Fook Holdings (International) Limited Recent Developments/Updates
- Table 171. Luk Fook Holdings (International) Limited Competitive Strengths & Weaknesses
- Table 172. Chow Sang Sang Holdings International Limited Basic Information, Manufacturing Base and Competitors
- Table 173. Chow Sang Sang Holdings International Limited Major Business
- Table 174. Chow Sang Sang Holdings International Limited Demi-fine Jewelry Product and Services
- Table 175. Chow Sang Sang Holdings International Limited Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 176. Chow Sang Sang Holdings International Limited Recent Developments/Updates
- Table 177. Chow Sang Sang Holdings International Limited Competitive Strengths &

Weaknesses

Table 178. Lao Feng Xiang Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 179. Lao Feng Xiang Co., Ltd. Major Business

Table 180. Lao Feng Xiang Co., Ltd. Demi-fine Jewelry Product and Services

Table 181. Lao Feng Xiang Co., Ltd. Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 182. Lao Feng Xiang Co., Ltd. Recent Developments/Updates

Table 183. Lao Feng Xiang Co., Ltd. Competitive Strengths & Weaknesses

Table 184. Chow Tai Seng Jewelry Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 185. Chow Tai Seng Jewelry Co., Ltd. Major Business

Table 186. Chow Tai Seng Jewelry Co., Ltd. Demi-fine Jewelry Product and Services

Table 187. Chow Tai Seng Jewelry Co., Ltd. Demi-fine Jewelry Production (Pcs), Price (US\$/Piece), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 188. Chow Tai Seng Jewelry Co., Ltd. Recent Developments/Updates

Table 189. Chow Tai Seng Jewelry Co., Ltd. Competitive Strengths & Weaknesses

Table 190. Global Key Players of Demi-fine Jewelry Upstream (Raw Materials)

Table 191. Global Demi-fine Jewelry Typical Customers

Table 192. Demi-fine Jewelry Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Demi-fine Jewelry Picture

Figure 2. World Demi-fine Jewelry Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Demi-fine Jewelry Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Demi-fine Jewelry Production (2021-2032) & (Pcs)

Figure 5. World Demi-fine Jewelry Average Price (2021-2032) & (US\$/Piece)

Figure 6. World Demi-fine Jewelry Production Value Market Share by Region (2021-2032)

Figure 7. World Demi-fine Jewelry Production Market Share by Region (2021-2032)

Figure 8. North America Demi-fine Jewelry Production (2021-2032) & (Pcs)

Figure 9. Europe Demi-fine Jewelry Production (2021-2032) & (Pcs)

Figure 10. China Demi-fine Jewelry Production (2021-2032) & (Pcs)

Figure 11. Japan Demi-fine Jewelry Production (2021-2032) & (Pcs)

Figure 12. Demi-fine Jewelry Market Drivers

Figure 13. Factors Affecting Demand

Figure 14. World Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 15. World Demi-fine Jewelry Consumption Market Share by Region (2021-2032)

Figure 16. United States Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 17. China Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 18. Europe Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 19. Japan Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 20. South Korea Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 21. ASEAN Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 22. India Demi-fine Jewelry Consumption (2021-2032) & (Pcs)

Figure 23. Producer Shipments of Demi-fine Jewelry by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 24. Global Four-firm Concentration Ratios (CR4) for Demi-fine Jewelry Markets in 2025

Figure 25. Global Four-firm Concentration Ratios (CR8) for Demi-fine Jewelry Markets in 2025

Figure 26. United States VS China: Demi-fine Jewelry Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 27. United States VS China: Demi-fine Jewelry Production Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Demi-fine Jewelry Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States Based Manufacturers Demi-fine Jewelry Production Market Share 2025

Figure 30. China Based Manufacturers Demi-fine Jewelry Production Market Share 2025

Figure 31. Rest of World Based Manufacturers Demi-fine Jewelry Production Market Share 2025

Figure 32. World Demi-fine Jewelry Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 33. World Demi-fine Jewelry Production Value Market Share by Type in 2025
Figure 34. below USD 150

Figure 35. USD 151 to USD 300

Figure 36. Above USD 300

Figure 37. World Demi-fine Jewelry Production Market Share by Type (2021-2032)

Figure 38. World Demi-fine Jewelry Production Value Market Share by Type (2021-2032)

Figure 39. World Demi-fine Jewelry Average Price by Type (2021-2032) & (US\$/Piece)

Figure 40. World Demi-fine Jewelry Production Value by Metal Base, (USD Million), 2021 & 2025 & 2032

Figure 41. World Demi-fine Jewelry Production Value Market Share by Metal Base in 2025

Figure 42. Sterling Silver

Figure 43. Gold Vermeil

Figure 44. Solid Gold

Figure 45. Others

Figure 46. World Demi-fine Jewelry Production Market Share by Metal Base (2021-2032)

Figure 47. World Demi-fine Jewelry Production Value Market Share by Metal Base (2021-2032)

Figure 48. World Demi-fine Jewelry Average Price by Metal Base (2021-2032) & (US\$/Piece)

Figure 49. World Demi-fine Jewelry Production Value by Stone Type, (USD Million), 2021 & 2025 & 2032

Figure 50. World Demi-fine Jewelry Production Value Market Share by Stone Type in 2025

Figure 51. Diamond Focus

Figure 52. Colored Gemstone

Figure 53. Minimalist Metal

Figure 54. Others

Figure 55. World Demi-fine Jewelry Production Market Share by Stone Type (2021-2032)

Figure 56. World Demi-fine Jewelry Production Value Market Share by Stone Type (2021-2032)

Figure 57. World Demi-fine Jewelry Average Price by Stone Type (2021-2032) & (US\$/Piece)

Figure 58. World Demi-fine Jewelry Production Value by Product Form, (USD Million), 2021 & 2025 & 2032

Figure 59. World Demi-fine Jewelry Production Value Market Share by Product Form in 2025

Figure 60. Rings

Figure 61. Necklace and Pendant

Figure 62. Earring

Figure 63. Bracelet and Anklet

Figure 64. Others

Figure 65. World Demi-fine Jewelry Production Market Share by Product Form (2021-2032)

Figure 66. World Demi-fine Jewelry Production Value Market Share by Product Form (2021-2032)

Figure 67. World Demi-fine Jewelry Average Price by Product Form (2021-2032) & (US\$/Piece)

Figure 68. World Demi-fine Jewelry Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 69. World Demi-fine Jewelry Production Value Market Share by Application in 2025

Figure 70. Online

Figure 71. Offline

Figure 72. World Demi-fine Jewelry Production Market Share by Application (2021-2032)

Figure 73. World Demi-fine Jewelry Production Value Market Share by Application (2021-2032)

Figure 74. World Demi-fine Jewelry Average Price by Application (2021-2032) & (US\$/Piece)

Figure 75. Demi-fine Jewelry Industry Chain

Figure 76. Demi-fine Jewelry Procurement Model

Figure 77. Demi-fine Jewelry Sales Model

Figure 78. Demi-fine Jewelry Sales Channels, Direct Sales, and Distribution

Figure 79. Methodology

Figure 80. Research Process and Data Source

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