

# **Demi-fine Jewelry Market Size, Share & Trends Analysis Report By Price Range (Below 150 USD, 151-300 USD, 301-500 USD), By Distribution Channel (Offline, Online), By Application (Women, Men), By Region, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Demi-fine Jewelry Market Growth & Trends**

The global demi-fine jewelry market size is expected to reach USD 6.6 billion by 2030, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 14.8% from 2022 to 2030. The rising inclination of females for minimalistic yet elegant jewelry pieces for daily use or office wear is likely to drive the market. Moreover, its uniqueness and variety of options at affordable price drives the growth of the market. However, increasing e-commerce frauds along with a lack of information about the hallmarks of demi-fine jewelry are anticipated to hamper the market growth. The market is likely to develop at a prolific rate due to the modern, trend-led designs and affordable prices. The developing e-commerce sector, swelling presence of brands online, and rising usage of social media and apps are expected to create an ample growth opportunity for the market over the forecast period.

Demi-fine jewelry brands combine the fine and costume jewelry types by crafting pieces manufactured with gold and silver or plated pieces paired with semi-precious stones. Demi-fine jewelry brands are continuously developing and changing, so there's always something new to discover. Brands are constantly introducing new pieces, so there's always some reasonable trendy demi-fine jewelry to add to customers' jewelry assortments without the high price tags related to high-end jewelry.

The online segment is likely to dominate over the forecast period from 2022 to 2030. Most physical jewelry shops have an inadequate array of jewelry products. They can only hold so many items, and there are often several policies affecting the accessibility of jewelry. Online buying permits customers to find a variety of jewelry which are not available in a physical store. Moreover, customers are expecting great online jewelry options as well as a satisfying shopping experience. Customers are demanding various choices, a good online experience, easy payment options, and an easy return policy. The growth of this industry will have to keep up with consumer preferences as they demand more comfort and easiness in buying jewelry products online.

Asia Pacific acquired the largest revenue share in the demi-fine jewelry market in 2021. China was the major country in the region in terms of market share in 2021. This is attributed to the considerable development of small and medium-sized jewelers on the mainland in recent years. Apart from that, in several countries such as India, Japan, and South Korea demi-fine jewelry brands have been developing in leaps and bounds and have been making a foray into second and third-tier cities. Thus, Asia Pacific generated the largest revenue in 2021.

The market players face solid competition among each other, as some of them work at several locations and have a loyal customer base. In addition, key players are concentrating on building customer relationships through a customer service network. The companies working in the demi-fine jewelry market are expanding internationally to grab most of the demand and launching new designs through continual innovation is likely to push the market growth uphill.

### Demi-fine Jewelry Market Report Highlights

Europe is expected to dominate the market over the forecast period from 2022 to 2030. The growing number of affluent consumers in this region is also anticipated to increase the growth of the market over the forecast period

Below 150 USD segment is likely to dominate over the forecast period from 2022 to 2030. The segment includes several demi-fine rings, neckpieces, and bracelets. The customers get several varieties of choices available in this price range

Offline distribution channel segment generated the maximum revenue in 2021. This is attributed to the shopping advantages such as festive and seasonal

offers, lower prices, discounted rates, and big displays with freedom of selection offered by the retail shops

The women application segment is likely to dominate over the forecast period from 2022 to 2030. Various jewelry brands coming up with a different variety of demi-fine jewelry that is designed specifically for women consumers thus, the segment is expected to grow at the fastest CAGR over the forecast period

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