

U.S. Jewelry Market Size, Share & Trends Analysis Report By Product (Necklace, Ring, Earring, Bracelet), By Material (Platinum, Gold, Diamond), By Distribution Channel (Offline Retail Stores, Online Retail Stores), By End Use, And Segment Forecasts, 2026 - 2033

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Abstracts

U.S. Jewelry Market Summary

The U.S. jewelry market size was estimated at USD 78.40 billion in 2025 and is projected to reach USD 114.11 billion by 2033, growing at a CAGR of 5.0% from 2026 to 2033. A key trend shaping the market is the ongoing shift toward premium and high-value offerings. Consumers are increasingly prioritizing quality, craftsmanship, exclusivity, and brand heritage over price-led purchasing decisions.

This transition is reflected across the industry, with leading brands such as Tiffany & Co. strategically expanding their gold and high jewelry portfolios amid weakening demand for lower-value silver categories. The broader premiumization trend is enabling brands to enhance margins, strengthen brand positioning, and drive long-term revenue growth.

Consumer preferences are also evolving rapidly, with growing demand for personalized, sustainable, and everyday-wear jewelry, particularly among younger demographics. In parallel, the rising adoption of lab-grown diamonds and ethically sourced materials is reshaping product innovation and influencing purchasing behavior across categories.

Another major industry transformation is the continued expansion of digital and omnichannel retail. Consumers are increasingly comfortable purchasing jewelry online, supported by advancements in virtual try-on technologies, enhanced product visualization, and seamless fulfillment and return experiences. What began as a

pandemic-driven shift has now evolved into a structural change in consumer buying behavior, prompting brands to accelerate investments in digital commerce capabilities.

Jewelry consumption in the U.S. extends beyond traditional gifting occasions and is increasingly driven by lifestyle, identity, and social visibility. Celebrity adoption of bold, statement, and “bling” jewelry, across music, film, sports, and digital platforms, has played a critical role in shaping mainstream tastes, accelerating acceptance of expressive designs among younger consumers. As a result, both established brands and emerging players are actively expanding their portfolios to include eye-catching styles across gold, silver, and diamond categories, often targeting millennials and Gen Z buyers seeking individuality and trend relevance.

U.S. Jewelry Market Report Segmentation

This report forecasts revenue growth at the country's levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. jewelry market report based on product, material, distribution channel, and end use.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Necklace

Ring

Earring

Bracelet

Others

Material Outlook (Revenue, USD Million, 2021 - 2033)

Platinum

Gold

Diamond

Others

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Offline Retail Stores

Supermarkets & Hypermarkets

Jewelry Stores

Online Retail Stores

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Men

Women

Children

This report can be delivered to the clients within 5 Business Days

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