

# **Pearl Jewelry Market Report by Pearl Type (Freshwater, Saltwater), Type (Necklace, Earrings, Rings, and Others), Material (Gold, Silver, and Others), and Region 2024-2032**

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## **Abstracts**

The global pearl jewelry market size reached US\$ 11.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 31.9 Billion by 2032, exhibiting a growth rate (CAGR) of 11.3% during 2024-2032. The evolving fashion trends, the easy product availability across e-commerce platforms, and the rising product demand due to the increasing advertisements and celebrity endorsement represent some of the key factors driving the market.

Pearl jewelry is unique gemstones used to produce ornamental pieces, such as rings, necklaces, earrings, bracelets, and pendants worn for personal adornment. It is made by shaping, refining, and crafting small or big-size pearls fixed in various patterns and designs. Pearls are glistening and beautiful objects produced inside living shelled mollusks. They are white in color due to the calcium carbonate deposition. They are widely occurred naturally and are also curated or farmed from pearl oysters. Conventionally, pearls are associated with healing properties and maintaining emotional balance of an individual. Consequently, pearls serve as a popular choice for carving jewelry products worn generally as a marker of social status, a signifier of ethnic and religious beliefs, a symbol of personal meaning, or simply an artistic display.

### **Pearl Jewelry Market Trends:**

The evolving fashion trends and the increasing self-consciousness among the masses to improve overall appearance across the globe are among the key factors driving the market growth. In line with this, the widespread product adoption as a form of gift on special occasions, including birthdays, anniversaries, and valentine's day, is favoring

the market growth. Additionally, the rising product demand due to the increasing advertisements and celebrity endorsement is acting as another growth-inducing factor. Apart from this, the various product innovations, such as the introduction of customized pearl jewelry in terms of design, color, and material that are tailored to create uniqueness, are providing an impetus to the market growth. Moreover, the utilization of computer-aided technology in jewelry designing to make more accurate and precise designs is propelling the market growth. Furthermore, the widespread adoption of earrings, neckpieces and rings among the working women population to match their outfits is positively influencing the market growth. Besides this, the increasing number of financially independent people who spend on luxury items that can enhance their fashion statement is providing a considerable boost to the market growth. In addition to this, the extensive utilization of saltwater pearls due to the high demand for luxurious and high-quality ornaments is creating a positive outlook for the market. Other factors, including the increasing awareness regarding fine jewelry as a form of investment, rising penetration of the internet, easy product availability across e-commerce platforms and the growing purchasing power of the masses, are anticipated to create a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pearl jewelry market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on pearl type, type, and material.

#### Pearl Type Insights:

Freshwater

Saltwater

A detailed breakup and analysis of the pearl jewelry market based on the pearl type has also been provided in the report. This includes freshwater and saltwater. According to the report, saltwater accounted for the largest market share.

#### Type Insights:

Necklace

Earrings

Rings

Others

The report has provided a detailed breakup and analysis of the pearl jewelry market based on the type. This includes necklace, earrings, rings and others.

#### Material Insights:

- Gold
- Silver
- Others

A detailed breakup and analysis of the pearl jewelry market based on the material has also been provided in the report. This includes gold, silver, and others.

#### Regional Insights:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea
  - Australia
  - Indonesia
  - Others
- Europe
  - Germany
  - France
  - United Kingdom
  - Italy
  - Spain
  - Russia
  - Others
- Latin America
  - Brazil
  - Mexico
  - Others
- Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, Asia Pacific was the largest market for pearl jewelry. Some of the factors driving the Asia Pacific pearl jewelry market included the easy product availability across e-commerce platforms, the increasing purchasing power of the masses, and continually evolving fashion trends.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pearl jewelry market. Detailed profiles of all major companies have also been provided. Some of the companies covered include American Pearl Company Inc, Atelier Mon, Chandrani Pearls, Chow Tai Fook Jewellery Company Limited, Dogeared Inc, Majorica Pearl, Mikimoto, Misaki, Shop TJC Limited, Tanishq Titan Company Ltd., Tasaki & Co. Ltd, The Pearl Source, Tiffany and Co. (LVMH Mo?t Hennessy Louis Vuitton), etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report

1. What was the size of the global pearl jewelry market in 2023?
2. What is the expected growth rate of the global pearl jewelry market during 2024-2032?
3. What are the key factors driving the global pearl jewelry market?
4. What has been the impact of COVID-19 on the global pearl jewelry market?
5. What is the breakup of the global pearl jewelry market based on the pearl type?
6. What are the key regions in the global pearl jewelry market?
7. Who are the key players/companies in the global pearl jewelry market?

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