

Philippines Jewellery Market Size, Share, Trends and Forecast by Product, Material, and Region, 2026-2034

<https://marketpublishers.com/r/P8FBBA3E717EEN.html>

Date: August 2026

Pages: 121

Price: US\$ 2,999.00 (Single User License)

ID: P8FBBA3E717EEN

Abstracts

The Philippines jewellery market size reached USD 1.6 Billion in 2025. The market is projected to reach USD 2.4 Billion by 2034, exhibiting a growth rate (CAGR) of 4.75% during 2026-2034. The market is steadily advancing, supported by thriving domestic design talent, robust e-commerce growth, and shifting consumer preferences toward ethically sourced and lab-grown gems. Rising gold production and deeper penetration of international luxury brands are bolstering market momentum, while online platforms and livestream selling continue to broaden reach. Cultural appeal, sustainability, and digital innovation are intersecting to enrich offerings and engagement. Altogether, these forces are reshaping and accelerating the Philippines jewellery market share.

PHILIPPINES JEWELLERY MARKET TRENDS:

Traditional Heritage Techniques Combined with Contemporary Methods

One of the leading trends in Philippine jewelry is the lasting value of heritage craftsmanship, particularly in Meycauayan town in Bulacan, where skilled craftsmen still create intricate gold filigree and tambourine jewelry using techniques that have been passed on from generations. Such pieces remain to be desired by consumers who seek authenticity. Meanwhile, the industry is similarly evolving with the introduction of select contemporary tools for greater efficiency without sacrificing the quality of craftsmanship. For example, indigenous jewellers are now integrating exacting instruments for fine wirework to expand production. In March 2025, the Philippines pavilion during the Hong Kong International Jewellery Show exhibited this balance of innovation and tradition, attracting significant interest from international buyers. This strategy guarantees that craftsmanship is at the forefront yet also addresses commercial and export prospects. As Philippines jewellery market trends continue to change, this conjoining of heritage

and contemporary is setting the nation as a competitive force in the regional jewellery market, sustaining identity while developing capability.

E-commerce Growth Rooted in Ethical Appeal

The Philippines jewellery industry is undergoing a significant change driven by the swift growth of e-commerce and consumer appetite for ethically sourced goods. Online platforms are making jewellery more widely accessible to a larger population. Ranging from standalone jewellery sites to multi-channel retail sites and social commerce channels, consumers today have greater means to find and buy items than ever. This transformation has also spawned more discerning buying behavior, with consumers increasingly looking at product origin, sustainability, and certification. In July 2024, a leading global brand launched a certified line of cultured diamonds in the Philippines, underscoring the market's willingness to accept transparency and ethical practices. Consumers are likewise drawn to responsibly mined gold as well as recycled material, especially in urban areas. Such changes in behaviour are compelling jewellers to enhance supply chain traceability and product information across online storefronts. Cumulatively, this integration of digital convenience and ethical sourcing is building greater trust and longer-term engagement. Such changing trends are strong indicators of continued Philippines jewellery market growth, fueled by technology and value-driven consumption.

Increasing Trend of Personalized and Budget-Friendly Jewellery

One of the most critical trends developing in the Philippines jewellery segment is the growing preference for customized and affordable jewellery, particularly among youth consumers. There is a trend toward lightweight, customizable pieces of jewelry that enable consumers to personalize their purchases while being conscious of budget considerations. Costume jewellery and fashion accessories are riding this trend, producing versatile designs that respond to ever-changing tastes and lifestyles. Manufacturing processes have improved, and various materials are available, enabling the creation of quality yet reasonable products for various occasions. There are also more sustainable and recycled materials used, embracing the heightened environmental consciousness of Filipino consumers. Based on recent market observations, demand for affordable yet distinctive jewellery designs are forecast to propel growth in the fashion jewellery category in the next few years. This movement points to the industry's sensitivity to changing customer tastes, with a focus on accommodation, originality, and worth. Retailers and producers that align themselves with these requirements stand to gain greater customer interaction and loyalty as

customization increasingly influences purchasing behavior.

PHILIPPINES JEWELLERY MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on product and material.

Product Insights:

Necklace

Ring

Earrings

Bracelet

Others

The report has provided a detailed breakup and analysis of the market based on the product. This includes necklace, ring, earrings, bracelet, and others.

Material Insights:

Gold

Platinum

Diamond

Others

The report has provided a detailed breakup and analysis of the market based on the material. This includes gold, platinum, diamond, and others.

Regional Insights:

Luzon

Visayas

Mindanao

The report has also provided a comprehensive analysis of all the major regional markets, which include Luzon, Visayas, and Mindanao.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Philippines jewellery market performed so far and how will it perform in the coming years?

What is the breakup of the Philippines jewellery market on the basis of product?

What is the breakup of the Philippines jewellery market on the basis of material?

What is the breakup of the Philippines jewellery market on the basis of region?

What are the various stages in the value chain of the Philippines jewellery market?

What are the key driving factors and challenges in the Philippines jewellery market?

What is the structure of the Philippines jewellery market and who are the key players?

What is the degree of competition in the Philippines jewellery market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 PHILIPPINES JEWELLERY MARKET – INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 PHILIPPINES JEWELLERY MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 PHILIPPINES JEWELLERY MARKET - BREAKUP BY PRODUCT

- 6.1 Necklace
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Ring
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Earrings

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Bracelet

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Others

6.5.1 Historical and Current Market Trends (2020-2025)

6.5.2 Market Forecast (2026-2034)

7 PHILIPPINES JEWELLERY MARKET - BREAKUP BY MATERIAL

7.1 Gold

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Platinum

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Diamond

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Others

7.4.1 Historical and Current Market Trends (2020-2025)

7.4.2 Market Forecast (2026-2034)

8 PHILIPPINES JEWELLERY MARKET – BREAKUP BY REGION

8.1 Luzon

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Breakup by Product

8.1.4 Market Breakup by Material

8.1.5 Key Players

8.1.6 Market Forecast (2026-2034)

8.2 Visayas

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Breakup by Product

8.2.4 Market Breakup by Material

8.2.5 Key Players

8.2.6 Market Forecast (2026-2034)

8.3 Mindanao

8.3.1 Overview

8.3.2 Historical and Current Market Trends (2020-2025)

8.3.3 Market Breakup by Product

8.3.4 Market Breakup by Material

8.3.5 Key Players

8.3.6 Market Forecast (2026-2034)

9 PHILIPPINES JEWELLERY MARKET – COMPETITIVE LANDSCAPE

9.1 Overview

9.2 Market Structure

9.3 Market Player Positioning

9.4 Top Winning Strategies

9.5 Competitive Dashboard

9.6 Company Evaluation Quadrant

10 PROFILES OF KEY PLAYERS

10.1 Company A

10.1.1 Business Overview

10.1.2 Products Offered

10.1.3 Business Strategies

10.1.4 SWOT Analysis

10.1.5 Major News and Events

10.2 Company B

10.2.1 Business Overview

10.2.2 Products Offered

10.2.3 Business Strategies

10.2.4 SWOT Analysis

10.2.5 Major News and Events

10.3 Company C

10.3.1 Business Overview

10.3.2 Products Offered

10.3.3 Business Strategies

10.3.4 SWOT Analysis

10.3.5 Major News and Events

10.4 Company D

10.4.1 Business Overview

10.4.2 Products Offered

10.4.3 Business Strategies

10.4.4 SWOT Analysis

10.4.5 Major News and Events

10.5 Company E

10.5.1 Business Overview

10.5.2 Products Offered

10.5.3 Business Strategies

10.5.4 SWOT Analysis

10.5.5 Major News and Events

11 PHILIPPINES JEWELLERY MARKET - INDUSTRY ANALYSIS

11.1 Drivers, Restraints, and Opportunities

11.1.1 Overview

11.1.2 Drivers

11.1.3 Restraints

11.1.4 Opportunities

11.2 Porters Five Forces Analysis

11.2.1 Overview

11.2.2 Bargaining Power of Buyers

11.2.3 Bargaining Power of Suppliers

11.2.4 Degree of Competition

11.2.5 Threat of New Entrants

11.2.6 Threat of Substitutes

11.3 Value Chain Analysis

12 APPENDIX

I would like to order

Product name: Philippines Jewellery Market Size, Share, Trends and Forecast by Product, Material, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/P8FBBA3E717EEN.html>

Price: US\$ 2,999.00 (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/P8FBBA3E717EEN.html>