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Europe Costume Jewelry Market (2016 - 2022)

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Abstracts

Costume Jewelry also known as fashion jewelry, manufactured as ornamentation to compliment fashion or general outfits. Costume jewelry provides an inexpensive way to add glamour and fashion, as it is made of cheap materials, like plastic, glass, plain steel, copper and others.

High-End jewelry has witnessed the prominent growth in recent years. The shift in buying from old to modern jewelry has changed the designing process. High end jewelry is one of the innovative designer jewelry, comes with cost-effective luxurious look. Consumers also demand for the copy of the original products. Therefore, Original look-a-like product is gaining attention among consumers. Additionally, Metals such as gold, silver, diamond, and platinum are highest quality gemstones. Fine jewelry usually cost higher than fashion jewelry. The factor is shifting the trend from fine to fashion jewelry. Non-precious metals or costume jewelry is providing consumers with the alternatives of the same products in cheap prices. Additionally, online stores and promotion is also gaining attention of consumers. Many designers sell their products through online sources. Hence, high cost of precious jewelries would enhance the growth of costume jewelry market.

The Costume Jewelry Market has been segmented on the basis of product type, gender, mode of sale, and Country. Based on Product Type, the market is segmented into Bracelets, Necklaces & Chains, Earrings, Rings, Cufflinks & studs, and Others (Brooches, pendants, anklets, pins). Based on Gender, the market is segmented into Male and Female. Based on Mode of Sole, the market is segmented into retail and online. Based on Country, the market is segmented into Germany, UK, Spain, France, Italy, Russia and Rest of Europe.

The key players operating in Costume Jewelry market are Avon Product Inc., Buckley London, Swank, Inc., Cartier, Louis Vuitton, Giorgio Armani S.p.a, and Billig Jewelers,

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Inc.

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