

Latin America, Middle East & Africa (LAMEA) 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.

African Handmade Jewelry has witnessed the prominent growth in recent years. The demand of African jewelry is increasing day-by-day. According to the research, Africa is one of the largest importers of African jewelry and accessories. Additionally, high cost of gold & silver Jewelry is also contributing in the increasing demand of artificial jewelries. 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 Sale, the market is segmented into retail and online. Based on Country, the market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, and Rest of Latin America, Middle East and Africa.

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, Inc.

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