

# North America 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.

The demand for fashion jewelry has been increasing day-by-day. As per the estimation, "each year, about 50 million Americans buy Fashion jewelry". Additionally, online sales have become one of the best medium for companies to increase their sales. Buying and selling of products via online is growing at a faster pace. As per the research, "two million people around the globe buy jewelry every day online". The research also states that the demand for online jewelry shopping with the occasional, events, or marriages period is increasing. It has been also observed that there has been a huge demand for Fashion Jewelry in festive seasons. Logistics are also playing vital role in the expansion of online sales. Delivery of the products across the globe, offers like returns, customization is adding more value to the online sales of costume jewelry. Hence, fastest growing online sales would ultimately help in the growth of costume jewelry market.

Now-a-days, combination of feminine and masculine styles for classic clothing and jewelry is becoming one of the major trends. Designers and manufactures have started launching mixed designs. Additionally, rings, necklaces, earrings, and bracelets are some of the most selling products. According to one study, "nine out of ten women reported owning earrings that might be sold in a Fashion jewelry store".

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 U.S, Mexico, Canada, and Rest of North America.

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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