

# Jewelry and Watches in Brazil

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## Abstracts

Jewelry and Watches in Brazil

### SUMMARY

Jewelry and Watches in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Jewelry, Watches and Accessories market includes gold jewelry, silver jewelry and other precious jewelry like diamonds, platinum, precious stones (sapphires, emeralds and rubies), pearls (natural and cultured) and semi-precious stones (e.g. quartz, opal, topaz, amethyst, coral etc.), fashion jewelry (non-precious jewelry), hair accessories, belts, hats, gloves, scarves, sunglasses and ties, plus watches.

The Brazilian jewelry and watches market had total revenues of \$6,343.8m in 2018, representing a compound annual growth rate (CAGR) of 4.4% between 2014 and 2018.

The jewelry and watches segment was the market's most lucrative in 2018, with total revenues of \$3,663.7m, equivalent to 57.8% of the market's overall value.

Due to political and economic crises, Brazilian consumers adopted a conservative attitude, preferring in general to cut their purchases of luxury items and expensive goods. Despite this, jewelry remains a fairly popular luxury item,

accounting for much of the growth that has been seen.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the jewelry & watches market in Brazil

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the jewelry & watches market in Brazil

Leading company profiles reveal details of key jewelry & watches market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Brazil jewelry & watches market with five year forecasts

## **REASONS TO BUY**

What was the size of the Brazil jewelry & watches market by value in 2018?

What will be the size of the Brazil jewelry & watches market in 2023?

What factors are affecting the strength of competition in the Brazil jewelry & watches market?

How has the market performed over the last five years?

What are the main segments that make up Brazil's jewelry & watches market?

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