

# China Gems & Jewellery (Gold, Platinum, Diamond, Palladium, Silver & Gem-Set) Market & Forecast to 2015

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## Abstracts

In recent years gems & jewellery has emerged as the third most popular item of consumption after real estates and automobiles in China. Chinese consumers love jewellery for their intrinsic value, and jewellery are great vehicles to display wealth and success. China gems & jewellery market is expected to triple in 2015 from the current market in 2011. It is anticipated that its market will cross the figure of US\$ 200 Billion by 2015.

Gold jewellery is the most preferred jewellery in China it holds more than 40% market share in 2011. Gold jewellery demand is generated by China's third and fourth tier cities, where continued improvements in infrastructure have allowed retail chains to expand their networks of store and tap into the growing pool of demand among the local consumers. The other favourite jewellery for Chinese consumers is gem-set jewellery, whose market size is expected to touch US\$ 50 Billion by 2015. Platinum jewellery, Diamond jewellery and Silver jewellery are expected to grow frequently in Chinese jewellery market. But, Palladium jewellery is in the declining trend and expected to continue this trend in till 2015.

By price range jewellery section: Chinese consumers mostly buy gems & jewellery retail price ranging from US\$ 250 to US\$ 1300. Middle class families are driving this market as they can afford this price range of the gems and jewellery products. By tier cities jewellery market analysis: Tier III and lower cities are predicted to contribute to more than 42% of the Chinese gems & jewellery market by 2015.

In China gems & jewellery player's perspective, there are three groups of gems and jewellery brands i.e. Chinese brands, Hong Kong brands and foreign brands. The

consumer base is also divided into three segments, i.e. high-end, mid-end, and low-end. The high-end market is dominated by foreign brands, such as Cartier and Tiffany; the mid-end brand market is subject to fierce competition from both domestic players and Hong Kong players; while the low-end market is hold mainly by small brands segmented all over the country.

Renub Research report entitled “China Gems & Jewellery (Gold, Platinum, Diamond, Palladium, Silver & Gem-Set) Market & Forecast to 2015” provides comprehensive analysis on the gems & jewellery industry in China, covering various aspects such as market and market share trends, market distribution by jewellery retailers and manufacturer, drivers and challenges of the industry. This report also covers future projections to provide an insight on the prospects in the gems and jewelry industry. China gems & jewellery report also entails the competitive landscape and profiles of the major players operating in the gems and jewelry industry.

### **These are Major Key Covered Topic of the Report:**

China Gems & Jewellery Past, Present Market & Forecast (2006 – 2015)

By Product - China Gems & Jewellery Past, Present Market Share & Forecast (2006 – 2015)

By Tier Cities - China Gems & Jewellery Past, Present Market Share & Forecast (2006 – 2015)

By Price Range - China Gems & Jewellery Past, Present Market Share & Forecast (2010 – 2015)

China Gems & Jewellery Revenue Manufacturing Share & Stores Revenue Share Region Wise Breakup for 2011

Past, Present Market & Forecast for (Gold, Platinum, Diamond, Palladium, Silver & Gem-Set Jewellery) of China Gems & Jewellery (2006 – 2015)

Past, Present Market & Forecast for (Tire I, Tire II, Tire III & Lower Cities) of China Gems & Jewellery (2006 – 2015)

Past, Present Consumption & Forecast for (Gold, Platinum, Palladium & Silver) of China Gems & Jewellery (2006 – 2015)

China Jewellery Export Past, Present Market & Forecast (2002 – 2015)

China Jewellery Import Past, Present Market & Forecast (2002 – 2015)

Identified the Competitive Landscape, Growth Drivers and Challenges of the Industry

Key Players Analysis of China gems & Jewellery Industry Players In Context of, Number of Currently and Expected Operating Stores in China and Earned Revenue

## **Competitive Landscape**

This section covers the key facts about the major companies that play an important role in China gems & Jewellery market. The companies analyzed in this section are – Chow Tai Fook, Shanghai Lao Feng Xiang Co Ltd, Chow Sang Sang, Luk Fook Jewellery and Tiffany & Co. All the companies have been analyzed from two points of views.

Past, Present and Forecast of Number of Stores in China

Companies Past, Present and Forecast of Revenue Growth

## **Why You Should Buy This Report?**

Through this research report, readers will know what is the market size by various jewellery segments, which are the largest tier cities jewellery market, which price range jewellery market is having the largest market share, what is the competitive landscape for what are the market drivers and challenges, Which is the most famous places for manufacturers, which region holds the highest market share for jewellery retailers to sell products, who are the major players in China's gem and jewellery market.

## **Data Sources**

This report is built using data and information sourced from proprietary databases, primary and secondary research and in-house analysis by Renub Research team of industry experts.

Primary sources include industry surveys and telephone interviews with industry experts.

Secondary sources information and data has been collected from various printable and non-printable sources like search engines, News websites, Government Websites, Trade Journals, White papers, Government Agencies, Magazines, Newspapers, Trade associations, Books, Industry Portals, Industry Associations and access to more than 100 paid databases.

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