

# India Imitation Jewellery Market Outlook 2018

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## Abstracts

The Indian imitation jewellery market has emerged as one of the rapidly growing business segments of the country. Low cost, innovative designs and rise in fashion among the rural and urban folk compared to original jewellery have made the business particularly popular throughout the country. Indeed, the imitation jewellery market in India is anticipated to grow at a CAGR of around 20% over the period 2014-2018, says RNCOS in its latest report "India Imitation Jewellery Market Outlook 2018".

Our research on the Imitation Jewellery market in India is an outcome of primary and secondary research, and a thorough analysis of the industry's trends. The report covers a detailed analysis of the Indian imitation jewellery in terms of revenue till 2018. We have covered the market's segmentation in terms of organizational structure such as unorganized and organized segments. We have also included the segmentation by 'different jewellery' and by 'regions' and have showcased their shares in terms of revenue. We have also covered the major trends in the Indian imitation jewellery market to help to the stakeholders understand the market potential of the industry.

Furthermore, we have also showcased a section on online growth of imitation jewellery in India which briefly explains about online purchases of artificial jewellery which has gathered momentum at a rapid pace in the country. The report covers a section on price analysis of different types of imitation jewellery in the country within the organized and unorganized segments prevalent. This will help manufacturers and retailers seeking to set the prices for their different jewellery in future. The report also covers the manufacturing process, which entails the advancement and changes in the methods of manufacturing jewellery. There is also a section on exports and imports and future scope of the industry, in the report.

Additionally, we have included leading imitation jewellery manufacturers such as Niki Jewels, Alex Jewellery, Kabir Jewels, and so on, to provide a balanced research outlook

of the industry. The section covers their business overviews, key people and the SWOT analysis, which will assist readers in understanding more about the particular manufacturers. Overall, the report has taken into consideration all the aspects of the Indian imitation jewellery market and is designed to facilitate clients towards devising the right strategies, and making sound investment decisions.

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