

India Costume Jewelry Market, By Product Type (Necklaces & Chains, Earrings, Rings, Bracelets, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India Costume Jewelry Market was valued at USD 2.07 Billion in 2025 and is projected to reach USD 2.68 Billion by 2031, growing at a CAGR of 4.45% during the forecast period. The market is witnessing steady expansion, propelled by increasing fashion awareness, higher disposable incomes, and a growing shift toward stylish yet affordable accessories. Costume jewelry provides a budget-friendly alternative to fine jewelry, particularly appealing to younger consumers and working professionals who seek fashionable options without long-term financial commitment. The rise of social media influence, the visibility of digital fashion trends, and endorsements from influencers and celebrities have boosted demand. The popularity of fusion fashion and westernized attire has further increased costume jewelry adoption across urban and semi-urban regions. Additionally, the sector benefits from contributions by local artisans and small-scale producers who cater to evolving consumer tastes with innovative designs.

Key Market Drivers

Rising Fashion Consciousness and Trend Sensitivity

A key factor driving the India costume jewelry market is the heightened fashion awareness, particularly among the youth. With widespread internet access and over 467 million active social media users in the country, exposure to global fashion trends

has increased significantly. Costume jewelry serves as an affordable means to emulate luxury styles and experiment with looks seen online or in media. With nearly 65% of India's population under the age of 35, Millennials and Gen Z consumers are especially keen on using fashion to express identity. This demographic is highly trend-driven and frequently refreshes its accessory choices, making costume jewelry an attractive, flexible option for daily and occasion wear.

Key Market Challenges

Quality Concerns and Product Durability

The India costume jewelry market faces ongoing challenges related to product quality and longevity. Since these accessories are made from low-cost materials like synthetic stones and non-precious metals, they are prone to tarnishing, fading, or triggering skin irritations, especially when exposed to sweat, water, or chemicals. Consumer concerns around durability and potential allergic reactions affect trust, particularly when purchasing from unbranded or lesser-known sellers. This perception limits repeat purchases and creates barriers for new entrants trying to establish credibility in a highly competitive space.

Key Market Trends

Increasing Popularity of Fusion and Ethnic-Contemporary Designs

A prominent trend shaping the India costume jewelry market is the rising demand for pieces that merge traditional Indian craftsmanship with modern design aesthetics. Younger consumers are particularly drawn to jewelry that complements both ethnic and western outfits. Items such as oxidized jhumkas worn with denim, kundan chokers styled for fusion events, and contemporary tassel earrings paired with sarees or dresses exemplify this trend. The versatility and individuality offered by such designs have made them a preferred choice for both everyday styling and festive occasions, expanding the appeal of costume jewelry across multiple use cases.

Key Market Players

BlueStone Jewellery and Lifestyle Limited

CaratLane Trading Pvt Ltd

Kushal's Retail Pvt Ltd.

Malabar Gold and Diamonds Limited

Joyalukkas India Pvt. Ltd.

Titan Company Limited

Kalyan Jewellers India Ltd.

Surat Diamond Jewellery Pvt. Ltd.

Tribhovandas Bhimji Zaveri Ltd.

Voylla Fashion Pvt. Ltd.

Report Scope:

In this report, the India Costume Jewelry Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Costume Jewelry Market, By Product Type:

Necklaces & Chains

Earrings

Rings

Bracelets

Others

India Costume Jewelry Market, By Distribution Channel:

Online

Offline

India Costume Jewelry Market, By Region:

North

South

East

West

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Costume Jewelry Market.

Available Customizations:

India Costume Jewelry Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

5. INDIA COSTUME JEWELRY MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Necklaces & Chains, Earrings, Rings, Bracelets, Others)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Region

5.2.4. By Company (2025)

5.3. Market Map

6. INDIA NECKLACES & CHAINS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Distribution Channel

7. INDIA EARRINGS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Distribution Channel

8. INDIA RINGS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Distribution Channel

9. INDIA BRACELETS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Distribution Channel

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

- 11.1. Merger & Acquisition (If Any)
- 11.2. Product Launches (If Any)
- 11.3. Recent Developments

12. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

13. PORTERS FIVE FORCES ANALYSIS

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

14. INDIA ECONOMIC PROFILE

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. BlueStone Jewellery and Lifestyle Limited
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. CaratLane Trading Pvt Ltd
 - 15.1.3. Kushal's Retail Pvt Ltd.
 - 15.1.4. Malabar Gold and Diamonds Limited
 - 15.1.5. Joyalukkas India Pvt. Ltd.
 - 15.1.6. Titan Company Limited
 - 15.1.7. Kalyan Jewellers India Ltd.
 - 15.1.8. Surat Diamond Jewellery Pvt. Ltd.
 - 15.1.9. Tribhovandas Bhimji Zaveri Ltd.
 - 15.1.10. Voylla Fashion Pvt. Ltd.

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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