

Global Gem & Jewelry Market: Emerging Markets Driving Growth

<https://marketpublishers.com/r/G2C7284F224EN.html>

Date: June 2009

Pages: 55

Price: US\$ 850.00 (Single User License)

ID: G2C7284F224EN

Abstracts

The global gem and jewelry industry over the past decade has witnessed significant changes and exhibited growth, on account of increasing income as well as demand from the emerging economies across the world. Among the various types of jewellery, plain diamond jewelry accounted for the largest share of the global jewelry market, followed by plain gold jewellery.

Diamonds being the world's major natural resource is used in both jewelry and industrial applications. The growth in demand for diamond-studded jewelry has been due to the strong economic growth in key diamond jewelry consuming nations and marketing efforts of diamond companies.

Traditionally, gold has held the leading position in most of the jewelry markets across the world because of its value as well as tradability factor. In 2008, although the total gold consumed as plain gold jewelry decreased in volume terms, the sales recorded gain in value terms. Demand for platinum jewelry has gained ground in the last few years, in not only the developed markets of the US and Europe but also in emerging markets like China and India, due to the 'elite' tag and 'high-end' value attached to the metal.

Geographically, the US continues to be the largest consumer for gems and jewellery, followed by China/ India, the Middle East and Japan. In Europe, the UK and Italy are the largest consumers, and Italy is also one of the world's largest jewelry fabrication centers. The emerging markets, like China, India which are traditional jewelry centers of consumption, are expected to develop as the largest consumption markets for both traditional as well as branded jewellery.

The report analyzes the trends and challenges of the gem and jewelry and also outlines the opportunities driving the present as well as future industry growth. The report focuses on the retail jewelry sales, different jewelry segments and future potential of the four large consumers of jewelry – the US, China, India and the UK. The report analyzes the sales trends, demand patterns and future outlook of the three major segments of the jewelry industry, i.e. platinum, gold and diamond. Further, the report profiles and assesses the performance of the major gems and jewelry companies (retail) – Gitanjali Gems Limited, Signet Jewelers Limited and Tsutsumi.

The report also talks about the future outlook of the industry and its growth. By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. GLOBAL GEMS & JEWELRY MARKET

- 1.1 Introduction to Gems & Jewellery
- 1.2 Supply Chain Analysis – Gem & Jewelry Market
- 1.3 Market Overview

2. GEM & JEWELRY INDUSTRY: PRODUCT SEGMENTATION

- 2.1 Diamonds
 - 2.1.1 Demand & Supply
 - 2.1.2 Outlook
- 2.2 Gold
 - 2.2.1 Global Gold Demand
 - 2.2.2 Outlook
- 2.3 Platinum
 - 2.3.1 Platinum Demand
 - 2.3.2 Outlook

3. GLOBAL GEM & JEWELRY MARKET: GEOGRAPHICAL SEGMENTATION

- 3.1 The US Gem & Jewelry Market
- 3.2 The UK Gem & Jewelry Market

4. MARKET TRENDS

- 4.1 E-Retailing
- 4.2 Changing Consumer Preference
- 4.3 Decrease in Dominance of Centralized Distribution
- 4.4 Emergence of New Jewelry Fabrication Centers
- 4.5 Jewelry - Part of Women's Fashion Statement
- 4.6 Celebrities, Fashion and Media – Setting the trends

5. MARKET OPPORTUNITIES

- 5.1 Increasing Demand for Palladium
- 5.2 Rising Consumerism in Emerging Economies
 - 5.2.1 Indian Gem & Jewelry Market

5.2.2 Gem & Jewelry Market of China

6. MARKET CHALLENGES

6.1 Luxury Goods as Competition

6.1.1 Emerging Markets – Consumers of Luxury Goods

6.1.2 Technology

6.1.3 Fine Art

6.1.4 Automobile

6.2 Other Lifestyle Goods and Services

7. COMPANY PROFILES

7.1 Gitanjali Gems Limited

7.1.1 Company Overview

7.1.2 Business Strategies

7.2 Signet Jewelers Limited

7.2.1 Company Overview

7.2.2 Business Strategies

7.3 Tsutsumi

7.3.1 Company Overview

7.3.2 Business Strategies

8. INDUSTRY OUTLOOK

8.1 Market Forecast

8.2 Forecast Methodology

8.2.1 Dependent and Independent Variables

8.2.2 Correlation Analysis

8.2.3 Regression Analysis

List Of Figures

LIST OF FIGURES

- Figure 1.1 Gem & Jewelry Industry Supply Chain
- Figure 1.2 Global Jewelry Sales: (2000 – 2008E)
- Figure 2.1 World Rough Diamond Production Volume: (2000 – 2008E)
- Figure 2.2 World Rough Diamond Production Value: (2000 – 2008E)
- Figure 2.3 Market Share of Major Diamond Producing Nations - Volume (2007)
- Figure 2.4 Market Share of Major Diamond Producing Nations - Value (2007)
- Figure 2.5 Worldwide Diamond Jewelry Sales: (2000 - 2008E)
- Figure 2.6 Value of Diamonds in Jewelry (2007)
- Figure 2.7 Growth Forecast of Global Diamond Jewelry Sales
- Figure 2.8 Share of Diamond Processing Centers, by Value
- Figure 2.9 Diamond Supply by Countries: (2010E – 2015E)
- Figure 2.10 World's Total Supply of Gold: (2001 – 2008)
- Figure 2.11 Global Gold Supply by Source: 2008
- Figure 2.12 Global Supply of Gold (Mines): 2000 – 2008E
- Figure 2.13 Global Gold Demand Usage: 2008E
- Figure 2.14 Global Plain Gold Jewelry Retail Sales: 2000 - 2008
- Figure 2.15 Global Gold Demand by Region: 2008E
- Figure 2.16 Projected Growth in Global Plain Gold Jewelry Sales
- Figure 2.17 Platinum Supply by Country: 2008
- Figure 2.18 Global Demand for Platinum: 2000 – 2008
- Figure 2.19 Global Demand of Platinum by Application: (2001 – 2004 – 2008)
- Figure 2.20 Global Plain Platinum Jewelry Sales: 2000 – 2008
- Figure 2.21 Projected Growth in Global Plain Platinum Jewelry Sales: (2005A – 2010E – 2015E)
- Figure 3.1 Global Jewelry Consumption: Geographical Share (2005 & 2015)
- Figure 3.2 Global Jewelry Consumption: Geographical Share (2015F)
- Figure 3.3 Retail Sale of Jewelry in the US (2000 – 2008E)
- Figure 3.4 US Jewelry Market Sales Mix: 2007
- Figure 3.5 Survey Estimates of Jewelry Purchases in the US Around the Year
- Figure 3.6 Projected US Jewelry Sales: (2005A – 2010E – 2015E)
- Figure 3.7 Retail Sale of Jewelry in the UK (2000 – 2008)
- Figure 3.8 Projected UK Jewelry Sales: (2005A – 2010E – 2015E)
- Figure 5.1 Global Demand for Palladium: 2000 – 2008
- Figure 5.2 Palladium Demand: Regional segmentation: 2008
- Figure 5.3 Share of Global Jewelry Sales: 2005

Figure 5.4 Share of Global Jewelry Sales: 2015E
Figure 5.5 Retail Sales of Jewelry in India (2000 – 2008)
Figure 5.6 Indian Jewelry Market: Segment Mix (2005 & 2015E)
Figure 5.7 Indian Jewelry Market: Segment Mix (2015E)
Figure 5.8 Indian Jewelry Sector: Organized Vs. Un-organized (2005)
Figure 5.9 Projected India Jewelry Sales: (2005A – 2010E – 2015E)
Figure 5.10 Retail Sales of Jewelry in China (2000 – 2008)
Figure 5.11 Projected China Jewelry Sales: (2005A – 2010E – 2015E)
Figure 6.1 Global Sales of Mobile Phones: (2001 – 2009F)
Figure 6.2 Share of Global Fine Art Auction Sales: Geographical Segmentation (2008)
Figure 7.1 Gitanjali Gems: Revenue Growth (2005 – 2008)
Figure 7.2 Signet Jewelers: Revenue Growth (2004 – 2008)
Figure 7.3 Tsutsumi: Revenue Growth (2004 – 2008)
Figure 8.1 Projected Global Jewelry Sales: (2008A - 2012F)
List of tables
Table 2.1 Platinum Demand: Jewelry ('000 oz)
Table 5.1 Palladium Demand: Jewelry ('000 oz)
Table 5.2 Changing Trends in the Indian Retail Market for Jewellery
Table 8.1 Dependent & Independent Variables (2000 – 2008)
Table 8.2 Correlation Matrix
Table 8.3 Model Summary – Coefficient of Determination
Table 8.4 Regression Coefficients Output

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