

US Jewelry Market Report: Focus on Online Segment – 2012 Edition

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Abstracts

Personified by cut-throat competition, the jewelry industry operations are global in nature, involving intricate levels of interdependencies between different countries. This apparent fact has made the industry prone to the global economic ups and downs especially in key retailing markets and sourcing destinations. The major factors influencing the demand for jewelry are global prices of precious metals like gold, silver and gems like diamond with the personal income being the key element. While the world's economy was undergoing the prosperity phase, the jewelry industry also witnessed a surge in the sales.

Among the key raw material used in the jewelry industry are diamond and gold. Diamonds, being rare in occurrence and beautiful in appearance, are largely used across many industries because of their unique properties. Diamonds' prices are deeply affected by the global macroeconomic conditions which are the key factors for driving demand for diamond jewelry and supply. As far as the metals are concerned, gold always enjoyed the top priority because of its vivid physical and chemical properties like luster and ease of fabrication. Being traded on the commodity exchanges, gold price movements are also reflected in the gold jewelry consumption. Gold jewelry holds the top slots in majority of the markets across the globe and proves to be one of the main elixirs of the jewelry industry.

The US jewelry market has the branded and specialty jewelry enjoying the lead position. The US jewelry market accounts for approximately half of the revenues in the global jewelry market. A strong correlation between the macroeconomic factors and the US jewelry industry was also observed as the industry declined during the financial crisis of 2008 but the market recovered at a fast pace. The key players in the US jewelry industry are Signet, Tiffany, Blue Nile and Zale with the Blue Nile being the largest

online jewelry retailer offering expensive diamond jewelry.

The key trends going across the industry include consumers' inclination towards online jewelry shopping and changes in consumer preferences and buying behavior. The major growth drivers overhauling the growth of the jewelry industry in the US are: increasing internet penetration, rising global gross national income and ease of shopping with the information available at a click. But, putting the benefits apart, there are certain factors like risk of cyber crime/online fraud and lack of expert advice and real product examination, posing acute challenges in front of the respective industry.

This report delves into the market dynamics including factors driving online jewelry sales, factors affecting consumer preferences, key issues and trends in online jewelry market. The current report profiles the four largest players in online jewelry market - Tiffany, Signet, Blue Nile & Zale Corp.

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.

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