

US Jewelry Retail Market: Focus on Online Segment

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Abstracts

The jewelry industry is highly fragmented in the US. The fastest growing segment is considered to be of branded jewelry. In the US, more than half of the revenue is generated by top few jewelry chains. The largest source of sale of jewelry in the US is non-specialty retailers.

The growth of retail jewelry sales has been cyclical and in 2008 and 2009 it has been negative. Online jewelry sales have been increasing over the years and are expected to increase more in the near future. In the US, the penetration of engagement jewelry in E-Commerce is also increasing. Number of Internet users have been increasing continuously resulting in an increase in the number of online shoppers all over the world.

The global economic slowdown led to low capacity utilization in the global industry for jewelry which resulted in a decline in the margins of jewelry manufacturing. Therefore, the value chain in the jewelry industry is likely to witness consolidation in the near future, leaving only a handful of major players in the position of coping with the competitive pressure.

This report delves into the market dynamics including factors driving online jewelry sales, factors affecting consumer preferences, key issues and trends in the US online jewelry market. Financial comparison on the basis of market cap, revenue, EPS, net income of the largest players in online jewelry market is also given in the report. 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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