

JEWELLERY INDUSTRY OUTLOOK 2021

Source:
McKinsey & Co
released June 2021

CAGR 2019 - 2025

Fine jewellery to grow 3-4% CAGR (2019 to 2025) expanding from \$280 billion to between \$340 and \$360 billion in sales.

4%

Branded jewellery, currently less than 20% of the market, will grow to between 25 to 30 percent of the market by 2025.

12%

Online sales are expected to grow from 13% to 18 to 21% of the overall market between 2019 and 2025, representing \$60 to \$80 billion

12%

CONSUMERS are



Gravitating towards brands that represent their values



Flocking to online shopping

3 TYPES OF PLAYERS

are expected to convert customers from unbranded to branded jewellery

Established fine jewellery brands



New and growing direct-to-consumer (DTC) brands



Luxury fashion brands



Competitors are getting closer to consumers via investments in digital & technology

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A small brand should have its own characteristics, specific design and attitude towards aesthetics. There's room for both big and small brands.

Cartier

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Unbranded jewellery will retain the largest market share up to 2025



Purchases of fine jewellery influenced by sustainability considerations will more than triple

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Smaller jewellery brands must find ways to capitalise on recovering market fundamentals given their limited brand awareness.

McKinsey & Co.

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