



Jewellery in the United Kingdom

January 2024

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Jewellery in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The consumer preference for experiences continues to shape jewellery in 2023
Marriage trends continue to have a defining influence on fine jewellery
Online presence of jewellery brands is expanding across e-commerce channels and the metaverse

PROSPECTS AND OPPORTUNITIES

Fine jewellery set to continue to decline, due to the trends towards repair, and second-hand jewellery
Future growth of lab-grown diamonds will be hampered by opposition from some luxury brands and concerns about value creation
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