



Jewellery in South Korea

January 2024

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Jewellery in South Korea - Category analysis

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2023 DEVELOPMENTS

Wedding demand sustains positive value sales of jewellery amidst high inflation

Van Cleef & Arpels is in the spotlight, as a jewellery brand chosen by the First Lady

Online jewellery brands expand to offline as the pandemic ends

PROSPECTS AND OPPORTUNITIES

Sales of wedding jewellery may slow due to decline in marriages, but affordable luxury jewellery targeting Millennials and Gen Z set to grow

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