



# Jewellery in Argentina

January 2024

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## Jewellery in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers reserve fine jewellery for special occasions due to security fears  
More designers market and sell their products online  
New IsaDora flagship store opens in Buenos Aires

#### PROSPECTS AND OPPORTUNITIES

Jewellery to expand through apparel brands and online retailing spaces  
Premium costume jewellery brands to gain momentum  
Rising demand for leading international brands with a recognised name

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