



# Jewellery in Hong Kong, China

March 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

The resumption of tourism flows helps drive rebound of jewellery sales

Costume jewellery brands compete for Generation Z consumers

Revival of gold jewellery is a sign of consumers' capability and wealth

### PROSPECTS AND OPPORTUNITIES

Steady growth predicted for jewellery in Hong Kong amid economic challenges

Navigating opportunities and challenges: The future of costume jewellery in Hong Kong

Adapting to changing consumer preferences in jewellery retail landscape

### CATEGORY DATA

Table 1 - Sales of Jewellery by Category: Volume 2018-2023

Table 2 - Sales of Jewellery by Category: Value 2018-2023

Table 3 - Sales of Jewellery by Category: % Volume Growth 2018-2023

Table 4 - Sales of Jewellery by Category: % Value Growth 2018-2023

Table 5 - Sales of Costume Jewellery by Type: % Value 2018-2023

Table 6 - Sales of Fine Jewellery by Type: % Value 2018-2023

Table 7 - Sales of Fine Jewellery by Collection: % Value 2018-2023

Table 8 - Sales of Fine Jewellery by Metal: % Value 2018-2023

Table 9 - NBO Company Shares of Jewellery: % Value 2019-2023

Table 10 - LBN Brand Shares of Jewellery: % Value 2020-2023

Table 11 - Distribution of Jewellery by Format: % Value 2018-2023

Table 12 - Forecast Sales of Jewellery by Category: Volume 2023-2028

Table 13 - Forecast Sales of Jewellery by Category: Value 2023-2028

Table 14 - Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028

Table 15 - Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

## Personal Accessories in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

### MARKET DATA

Table 16 - Sales of Personal Accessories by Category: Volume 2018-2023

Table 17 - Sales of Personal Accessories by Category: Value 2018-2023

Table 18 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 19 - Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 20 - NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 21 - LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 22 - Distribution of Personal Accessories by Format: % Value 2018-2023

Table 23 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 24 - Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 25 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

### DISCLAIMER

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/jewellery-in-hong-kong-china/report](http://www.euromonitor.com/jewellery-in-hong-kong-china/report).