

Watches and Jewellery Retailing - UK - September 2011

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“There are numerous factors at play which are encumbering the growth of the precious metal jewellery sector. The volatility of the price of gold, the declining rate of marriage and intensifying competition from costume jewellery are all challenges that the market faces. These are compounded by the gloomy economic outlook and the VAT hike. With four in ten women owning jewellery that they never wear, there is an opportunity for more retailers to offer remodelling services to create new, bespoke pieces, tailored to each shopper’s individual specification.”

– Emma Clifford – Clothing and Fashion Analyst

In this report we answer the key questions:

- What effect has the rising competition from alternative timepieces had on the watch market?
- What impact is the rising price of gold having on the jewellery market?
- How are advances in multichannel shopping affecting the jewellery market?
- Has the amount consumers are prepared to spend on themselves changed?
- How has fashion jewellery impacted upon the precious metal market?
- How important is gifting to the watches and jewellery market?

Definition

This report examines watches and jewellery for men and women aged over 15. The report covers:

- Watches, including mechanical watches powered by means of a mainspring which is either wound up manually or, in an automatic watch, by the rotor being constantly actuated by the motion of the wearer’s arm; quartz movement watches powered by a battery-driven electrical pulse that brings the quartz into oscillation, which then controls the stepping motor, driving the watch. This group also includes battery-less quartz watches which use the wearer’s movements or light to run; and a third type that combines a quartz movement with micro-mechanics for additional features.
- Precious metal jewellery, ie jewellery made of precious metal – gold, silver, platinum and palladium – with or without precious gemstones. These include a few materials of organic origin: pearl, coral, amber and jet.

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100