

Watches and Jewelry - US - September 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"While jewelry comprises the vast majority of purchases, watches should gain momentum as consumers' interest in smartwatches builds. Fine jewelry has a slight edge over fashion/costume jewelry, and diamonds and gold continue to be favored. A focus on gifting should be front and center, especially for reasons none other than 'just because.'"
 - Diana Smith, Senior Research Analyst - Retail & Apparel

This report looks at the following areas:

- Ample upside sales potential
- Fragmented marketplace
- Smartwatches could cannibalize sales of traditional watches

For the purposes of this report, jewelry includes costume jewelry (made with inexpensive materials or imitation gems) and fine jewelry (made out of precious metals, such as gold or platinum, and may contain precious gemstones). This includes, for example, earrings, bracelets, necklaces, and rings as well as watches for both women and men.

Smartwatches are referenced and included in this report, but will be covered in greater detail in Mintel's upcoming *Wearable Technology – US, December 2015*. Smartwatches are defined as mobile devices with a touchscreen display, designed to be worn on the wrist.

This report builds on the analysis presented in Mintel's *Watches and Jewelry – US, September 2012*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Abbreviations

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