

Watches & Jewelry - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Mintel predicts temperate growth for the watches and jewelry market in 2017 and beyond. Since the last issuance of this Report, jewelry stores have slipped behind jewelry departments in terms of where people buy items, while Amazon has risen to the top, and the percentage of smartwatch owners has more than doubled."

- Diana Smith, Associate Director - Retail & Apparel

This report looks at the following areas:

- YOY total growth expected while annual pace of growth to decelerate
- Many aren't buying
- Jewelry stores face tough competition

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Watches & Jewelry - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

YOY total growth expected while annual pace of growth to decelerate

Figure 1: Total US sales and fan chart forecast of watches and jewelry, at current prices, 2012-22

40% aren't buying

Figure 2: Items purchased, August 2017

Jewelry stores face tough competition

Figure 3: Retailers shopped, August 2017

The opportunities

Empower women to treat themselves

Figure 4: Recipient of items purchased and fine versus fashion/costume, August 2017

Figure 5: Reasons for buying, by gender and age, August 2017

Invest in the online shopping experience

Figure 6: Online shopping behavior, by generation, August 2017

Address shoppers' desires in new and fun ways

Figure 7: Attitudes about watches and jewelry, August 2017

What it means

The Market – What You Need to Know

Market outlook remains positive

Uptick in smartwatches drives total watch sector

Stable macroeconomic climate supports market

Younger generations key buyers, but are quick to gravitate toward experiences over tangibles

Market Size and Forecast

Pace of growth expected to slow after record sales in 2016

Figure 8: Total US sales and fan chart forecast of watches and jewelry, at current prices, 2012-22

Figure 9: Total US sales and forecast of watches and jewelry, at current prices, 2012-22

Market Breakdown

Jewelry commands majority of sales, but watches grow at faster pace

Figure 10: Total market share percentage of US retail sales of watches and jewelry, by segment, at current prices, 2017

Figure 11: Total US retail sales and forecast of watches and jewelry, by segment, at current prices, 2012-22

Figure 12: US manufacturer unit shipments of smartwatches, 2013-17

Jewelry stores lose share

Figure 13: Total US retail sales of watches and jewelry, by channel, at current prices, 2015 and 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Watches & Jewelry - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 14: Total US retail sales of watches and jewelry, by channel, at current prices, 2012-17

Market Factors

iGens and Millennials drive the market's momentum

Figure 15: Population by generation, 2017

Figure 16: Items purchased, by generation, August 2017

Hispanics, non-Hispanic Blacks and Asians comprise 36% of the population

Figure 17: Distribution of population, by age and race/Hispanic origin, 2016

Consumer confidence remains high

Figure 18: Consumer confidence and unemployment, 2000-July 2017

Household income on the rebound

Figure 19: Median household income, in inflation-adjusted dollars, 2005-15

Figure 20: Items purchased, by household income, August 2017

Disposable personal income remains positive

Figure 21: Disposable Personal Income change from previous period, January 2007-July 2017

Experiences over tangible goods

Figure 22: How extra money is spent, January 2017

Prices of precious metals remain low for the most part; Diamonds continue to shine

Key Players – What You Need to Know

It's okay to buy engagement rings online

Long live the classics

Legacy jewelers lose some luster

Smartwatches get smarter about what makes consumers tick

What's In?

Online marketplace starts to shine

Anniversary celebrations herald themes of nostalgia and heritage

Now trending: minimalism and layered looks

Materials and stones

Looks

What's Struggling?

Traditional jewelers losing some sparkle

Figure 23: Tiffany & Co.'s advocacy letter, May 2017

What's Next?

Smartwatches pick up steam again

LG, Verizon and others

Samsung

Apple

Looking ahead

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Watches & Jewelry - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer – What You Need to Know

- The 40% opportunity
- Fashion jewelry acceptable for the majority
- Jewelry stores lose ground while online rises
- Self-indulgence and gifting main reasons for purchase
- Watches for more than telling time

Items Purchased

- Four in 10 have not purchased
Figure 24: Items purchased, August 2017
- Who's buying smartwatches?
Figure 25: Smartwatch purchase incidence, August 2017
- Most people buy for themselves
Figure 26: Recipient of items purchased, August 2017
- In their words: impulse versus planned and preferences

Fine Versus Fashion/Costume

- Fashion jewelry slightly bests fine
Figure 27: Fine versus fashion/costume, August 2017
- Men opt for the finer things
Figure 28: Fine versus fashion/costume, by gender, August 2017
- Fine purchasing rises with age and income
Figure 29: Fine versus fashion/costume, by generation, August 2017
Figure 30: Fine versus fashion/costume, by household income, August 2017
- Fine jewelry makes great gifts
Figure 31: Recipient of items purchased, by fine versus fashion/costume, August 2017
Figure 32: Items purchased, by fine versus fashion/costume, August 2017
- In their words: current mix of fine and fashion

Types of Materials/Stones

- Gold and diamonds continue as favorites
Figure 33: Types of materials/stones, August 2017
- Minimal differences in stone/material preferences by item
Figure 34: Items purchased, by types of materials/stones, August 2017 – Part one
Figure 35: Items purchased, by types of materials/stones, August 2017 – Part two

Retailers Shopped

- Jewelry stores lose ground while online gains
Figure 36: Retailers shopped, August 2017
- Men more likely than women to visit a jewelry store while women opt for jewelry departments
Figure 37: Retailers shopped, by gender and age, August 2017
- Jewelry stores more likely to be destinations for fine jewelry buyers

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Watches & Jewelry - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 38: Retailers shopped, by fine versus fashion/costume, August 2017

High correlation between watch buyers and online shoppers

Figure 39: Watches purchased, by retailers shopped, August 2017

Online Shopping Behavior

Online shoppers are plentiful

Figure 40: Online shopping behavior, August 2017

At least seven in 10 18-44s buy online

Figure 41: Online shopping behavior, by age, August 2017

In their words: online versus in-store

Online preferred

In-store preferred

Reasons for Buying

Indulgence drives purchases

Figure 42: Reasons for buying, August 2017

Women and younger consumers more likely to splurge on themselves

Figure 43: Percentage who buy jewelry or watches to treat themselves, by gender, by age, August 2017

Men more likely to seek out technological advancements in watches

Figure 44: Reasons for buying watches, by gender, August 2017

Figure 45: Reasons for buying watches, by age, August 2017

In their words: their last watch or jewelry purchase

Attitudes about Watches

Function over fashion

Figure 46: Style-related attitudes about watches, by gender, August 2017

Nearly four in 10 say brand name matters

Figure 47: Other purchase drivers for watches, by gender, by age, August 2017

In their words: describing their own watches, if any

A fifth of young men unclear on smartwatch value proposition

Figure 48: Attitude toward smartwatches, by gender and age, August 2017

Figure 49: Attitudes toward smartwatches, by generation, September 2016

In their words: thoughts on smartwatches

In-the-know

Not for me

Attitudes about Jewelry

Jewelry makes wearers feel polished and put together

Figure 50: Select attitudes toward Jewelry, by gender and age, August 2017

In their words: consistency or variety?

Pairing jewelry with outfits could drive sales

Figure 51: Opportunities for jewelry retailers, by gender and age, August 2017

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Watches & Jewelry - US - October 2017

Report Price: £2982.01 | \$3995.00 | €3381.30

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

In their words: if consumers were in charge of their own store

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Terms

Appendix – The Market

Figure 52: Total US retail sales and forecast of watches and jewelry, at inflation-adjusted prices, 2012-22

Figure 53: Total US retail sales and forecast of jewelry, at inflation-adjusted prices, 2012-22

Figure 54: Total US retail sales and forecast of watches, at inflation-adjusted prices, 2012-22

Figure 55: Total US retail sales of watches and jewelry, by segment, at current prices, 2015 and 2017

Figure 56: Median household income, by race and Hispanic origin of householder, 2015

Figure 57: Price of precious and industrial metals, September 2016-17

Figure 58: Opening price of diamonds, September 2016-17

Appendix – The Consumer

Figure 59: Percentage of adults who purchased watch for self or someone else, May 2012-May 2017

Figure 60: Amount spent on watches for self or someone else, April 2016-May 2017

Figure 61: Watch brands purchased for self or someone else, April 2016-May 2017

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com