

Watches and Jewelry - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The watches and jewelry category is growing, but minimally. Changes in traditional lifestyles and gifting occasions could threaten future purchase occasions. Competition is growing. Retailers need to persuade consumers to shop for more occasions and recipients. Making use of digital capabilities to connect with more consumers should help stimulate more purchasing."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- **Issue:** Nearly half of consumers aren't shopping the category
- **Opportunity:** Encouraging self-splurges and "just because" gifting
- **Issue:** Jewelry stores are losing sales to competitors outside the channel
- **Opportunity:** Using digital capabilities to attract and convert browsers to buyers

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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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Overview

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Opportunity: Encouraging self-splurges and "just because" gifting

Issue: Jewelry stores are losing sales to competitors outside the channel

Opportunity: Using digital capabilities to attract and convert browsers to buyers

What it means

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Lifestyle changes are impacting sales

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