

Watches and Jewelry - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the watches and jewelry market.
- Items purchased and reasons behind purchases.
- Preferences for stones and materials.
- Attitudes and preferences when shopping for watches and jewelry.

The adoption of ecommerce is increasing across categories, and watches and jewelry are not being left behind. The majority of consumers (57%) are comfortable buying these items online without seeing them in person. Besides the acceleration of ecommerce, the pandemic has brought on a greater focus on value and a shift in how people dress, aspects that will directly and indirectly impact consumers' shopping decisions on the category moving forward.

One threat to the category is the number of consumers not shopping for watches and jewelry. Over the past 12 months, 44% of US consumers didn't purchase items within the category. That said, while they haven't shopped the category, it is still important for brands and retailers to address this share of consumers and look to spark their interest in self-purchases or during gifting occasions.

Looking ahead, revenge spending and return of in-person celebrations will drive purchases for the category. The shift to online channels will bring greater competition and opportunities to engage with consumers. Reset expectations in terms of the tech solutions and ethical and sustainable practices will challenge the sector to evolve – leading to new products and ways to reach consumers.



“While initially hit by the pandemic lockdowns, watches and jewelry have seen a quick recovery as consumers cautiously return to more “normal” lifestyles and their confidence to spend slowly improves..”

– Marisa Ortega, Cross-category analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Definition
- Economic and other assumptions
- COVID-19: US context

EXECUTIVE SUMMARY

- Top takeaways
- Market overview

Figure 1: Total US sales and forecast of watches and jewelry market, at current prices, 2016-26
- Impact of COVID-19 on Watches and Jewelry

Figure 2: Short-, medium- and long-term impact of COVID-19 on watches and jewelry, 2021
- Opportunities and challenges
- COVID-19 cases and concerns create challenges
- Take advantage of the spike in weddings
- Engage men in the jewelry conversation
- Focus on ethical and sustainable practices
- Adopt and evolve digital offerings to thrive

THE MARKET – KEY TAKEAWAYS

- What goes down, must go up
- Jewelry sales will increase more than watches sales
- Ethical and sustainable practices are expected
- Retailers need to adapt to emerging technologies, as consumers have done so

MARKET SIZE AND FORECAST

- Pace of sales are expected to rise after the downturn in 2020

Figure 3: Total US retail sales and fan chart forecast of watches and jewelry market, at current prices, 2016-26

Figure 4: Total US retail sales and forecast of watches and jewelry market, at current prices, 2016-26
- Impact of COVID-19 on watches and jewelry

SEGMENT PERFORMANCE

- Jewelry sales outperform watches

Figure 5: Total US retail sales and forecast of watches and jewelry, at current prices, 2016-26

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- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
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MARKET FACTORS

- The economy continues to heal, while facing growing challenges**
Figure 6: Consumer confidence and unemployment, 2000-2021
- Precious metals and diamonds prices are on the rise**
- Changes in consumers' lifestyles influence watches and jewelry purchases**
Figure 7: Married share of the population, 2010-20
- Technology as a solution to enhance the shopping experience**
- The future of watches and jewelry looks greener**

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Modernize and keep the door open to all**
- Well-thought partnerships elevate product offerings**
- Retail spaces can serve a different role**

COMPETITIVE STRATEGIES

- Tiffany & Co. shifts to conquer Gen Z**
Figure 8: "Not your mother's Tiffany" campaign
- Jacob & Co. knows it is time for NFTs and cryptocurrencies**
Figure 9: Embracing the digital world by Jacob & Co.
- TAG Heuer blends the watchmaking and gaming worlds**
Figure 10: TAG Heuer x Supermario
- Shinola expands into the home category**
Figure 11: Shinola x Crate & Barrel collection

MARKET OPPORTUNITIES

- Attach watches and jewelry to the casualization of fashion movement**
- Educate consumers on sustainability efforts; adopt circular shopping options**
- Consider a gender-neutral approach to how items are worn and used**
Figure 12: Jewelry for men by Mejuri
- Capitalize on the wedding boom**
- Give more purpose to the retail environment**
Figure 13: Back to school cool by Maria Tash

THE CONSUMER – KEY TAKEAWAYS

- Younger consumers are the main shopper**
- Men are a lucrative target**
- Online channels are being used like never before**

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

- **Special occasions are not needed to buy**

ITEMS PURCHASED

- **Consumers are buying a range of items**
Figure 14: Items purchased, 2021
Figure 15: Sydney McLaughlin wearing watch and jewelry during competition
- **Younger consumers are the most actively shopping watches and jewelry**
Figure 16: Items purchased, by gender and age, 2021
Figure 17: Unisex pieces by Veert
- **It is critical to captivate the eye of multicultural consumers**
Figure 18: Items purchased by race and ethnicity, 2021
Figure 19: Draymond Green under the spotlight by Hodinkee

ITEM RECIPIENTS

- **Watches and jewelry are most often personal purchases**
Figure 20: Item recipients, 2021
Figure 21: Jewelry for the bridal party by GLDN
- **Men are the most likely to splurge on others**
Figure 22: Item recipients by gender and age, 2021
- **Shopping for others is not an easy task**
Figure 23: Item recipients by item, 2021
Figure 24: Conversation with experts by VRAI

REASONS FOR PURCHASING

- **Everyone deserves a bit of luxury now and then**
Figure 25: Reasons for purchasing, by race and ethnicity, 2021
Figure 26: Jack Weir & Sons promoting discovery
Figure 27: The perfect gift for the one that has it all by Ana Luisa
- **Gifting and self-gifting**
Figure 28: Special offers on Pinterest by PDPAOLA
Figure 29: Matching jewelry and nails by Mejuri
Figure 30: Reasons for purchasing by gender and age, 2021

BARRIERS TO PURCHASE

- **Why would they buy jewelry, if they don't wear it?**
Figure 31: Barriers to purchase, 2021
Figure 32: Designer jewelry for \$40/month by Switch
- **Explore options to attract consumers across genders and age**
Figure 33: Barriers to purchase by gender and age, 2021
Figure 34: Silicone rings by Groove Life

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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RETAILERS AND CHANNELS SHOPPED

- **There is a new era in retail**
Figure 35: Retailers shopped by channel, 2021
Figure 36: Concept store by Pandora
- **What consumers want defines where consumers shop**
Figure 37: Retailers shopped by gender and age, 2021

STONES AND MATERIALS

- **White gold and diamonds are timeless**
Figure 38: Preferred stones and materials, by gender 2021
Figure 39: Metal Mix Strategies
- **Generational trends impact materials and stones preference**
Figure 40: Preferred stones and materials, by generation 2021
Figure 41: This or That by Maria Tash
Figure 42: The RealReal x Catbird

SOURCES OF LEARNING

- **Consumers need education, information and guidance**
Figure 43: Sources of learning, 2021
Figure 44: Customer reviews by MVMT
- **Digital presence is imperative to engage with young generations**
Figure 45: Pandora x Millie Bobbi Brown
Figure 46: Sources of learning by generation, 2021

ATTITUDES TOWARD WATCHES AND JEWELRY

- **Guidance is needed BUT on consumers' own terms**
Figure 47: Attitudes toward watches and jewelry, 2021
Figure 48: Mother earth Bundle by GLDN
- **Master the skill of checking the boxes**
Figure 49: Attitudes toward watches and jewelry, by gender, 2021
- **Familiarity with the category impacts how consumers shop**
Figure 50: Attitudes toward watches and jewelry, by generation, 2021
Figure 51: Sustainable commitment by Pandora
Figure 52: Sustainable watches by Triwa

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

Figure 53: Price of precious metals, 2021

Figure 54: Annual births and general fertility rate, 2010–20

Figure 55: Total US retail sales and fan chart forecast of Jewelry, at current prices, 2016–26

Figure 56: Total US retail sales and fan chart forecast of Watches, at current prices, 2016–26

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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