

Global Online Jewelry Market – Focus on the U.S., China and India: Trends & Opportunities (2013-2018)



Scope of the Report

The report titled "Global Online Jewelry Market – Focus on the U.S., China and India: Trends and Opportunities (2013-2018)" provides an in-depth analysis of the major jewelry markets like the U.S., China and India. The report assesses the key opportunities and underlying trends in the market and outlines the factors that are and will be driving the growth of the online jewelry industry in the forecasted period (2013-18). Further, key players of the online jewelry industry like Blue Nile Inc., Tiffany & Co., Signet Jewelers Limited, Zale Corporation, Jewelry Television, Ross-Simons and Bidz.com are profiled.

Geographical Coverage

- ⊖ The U.S.
- ⊖ China
- ⊖ India

Company Coverage

- ⊖ Blue Nile Inc.
- ⊖ Tiffany & Co.
- ⊖ Signet Jewelers Limited

- ⊕ Zale Corporation
- ⊕ Jewelry Television
- ⊕ Ross-Simons
- ⊕ Bidz.com

Executive Summary

The jewelry industry is global in nature due to geographic dispersion of its value-chain. Mining of gems and precious metals primarily takes place in Africa, Canada, Australia and Russia; polishing and manufacturing in developing economies like India, China and Turkey; retailing in the developed markets of the U.S., European Union, Japan and emerging nations like India and China. Online retailing or e-tailing of jewelry does away with geographic boundaries with availability of jewelry at just a click away. Online jewelry shopping is catching up fast and is performing better than its brick and mortar counterpart.

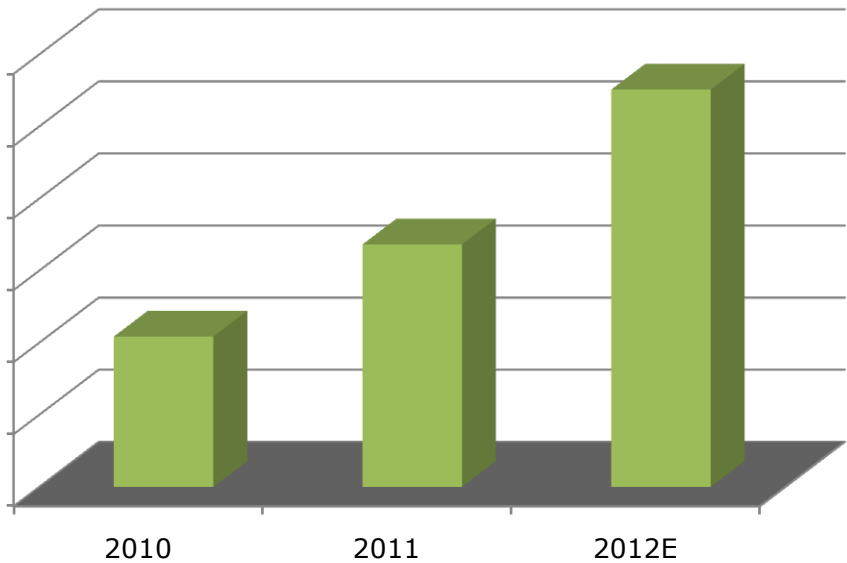
The growth of online jewelry is driven by increasing internet penetration rates around the world, growth in high net worth individuals' population and availability of low online jewelry prices. However, factors such as lack of touch and feel before buying jewelry online, security risk and e-commerce sales tax are posing challenges to the growth of online jewelry market.

Major trends prevailing in the U.S. jewelry market are strong engagement ring sales, shrink in number of jewelry stores in the country, etc. In the Chinese online jewelry market, changing women's position in the family, gift-giving culture, increasing westernization and high appetite for luxury goods are some of the major market trends. Whereas, the Indian online jewelry industry has seen major VC investments in online jewelry stores in recent years.

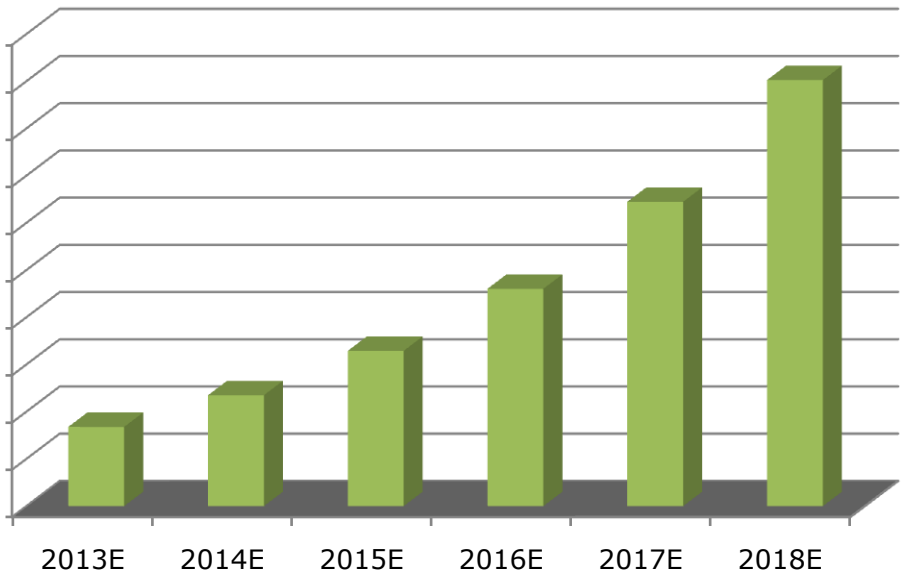
Chinese Online Jewelry Market: An Overview

The China is one of the world's leading markets when it comes to purchasing of jewelry, both online and offline. The China is the world's second largest jewelry market after the US. The country accounts for highest consumption of some important jewelry products.

**Chinese Online Jewelry Market Size, 2010-12E
(US\$ Millions)**



**Chinese Online Jewelry Market Size
Forecast, 2013E-18E (US\$ Billions)**



- Online jewelry sales in the market is expected to reach to US\$ billion in the year 2018, increasing by% from sales of US\$ million in the year 2012.
- Growth of Chinese online jewelry market is driven by.....

Market Trends

Shrink in Number of Jewelry Stores in the US

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High appetite for luxury goods in China

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VC Investment in Online Jewelry Stores in India

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Changing Women's Position in China

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