

# Jewellery in France

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Ongoing dynamism despite a difficult economic context in 2023  
Costume jewellery finds new pathways for growth while fine jewellery fares better  
Upmarket brands gain considerable appeal, but low-cost/mid-priced players also progress

### PROSPECTS AND OPPORTUNITIES

All stars aligned for ongoing success of jewellery, at least in the short term  
Potential for further success for men's and unisex jewellery  
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