

Jewellery in Turkey

January 2024

Table of Contents

Jewellery in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

No more wedding booms

Weaker performance of men's jewellery compared to women's jewellery

Jewellery continues to be dominated by domestic companies

PROSPECTS AND OPPORTUNITIES

More focus on an omnichannel approach

Future of lab-grown diamonds

Less seasonal trends expected as consumers increasingly price sensitive

CATEGORY DATA

- Table 1 Sales of Jewellery by Category: Volume 2018-2023
- Table 2 Sales of Jewellery by Category: Value 2018-2023
- Table 3 Sales of Jewellery by Category: % Volume Growth 2018-2023
- Table 4 Sales of Jewellery by Category: % Value Growth 2018-2023
- Table 5 Sales of Costume Jewellery by Type: % Value 2018-2023
- Table 6 Sales of Fine Jewellery by Type: % Value 2018-2023
- Table 7 Sales of Fine Jewellery by Collection: % Value 2018-2023
- Table 8 Sales of Fine Jewellery by Metal: % Value 2018-2023
- Table 9 NBO Company Shares of Jewellery: % Value 2019-2023
- Table 10 LBN Brand Shares of Jewellery: % Value 2020-2023
- Table 11 Distribution of Jewellery by Format: % Value 2018-2023
- Table 12 Forecast Sales of Jewellery by Category: Volume 2023-2028
- Table 13 Forecast Sales of Jewellery by Category: Value 2023-2028
- Table 14 Forecast Sales of Jewellery by Category: % Volume Growth 2023-2028
- Table 15 Forecast Sales of Jewellery by Category: % Value Growth 2023-2028

Personal Accessories in Turkey - Industry Overview

EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

- Table 16 Sales of Personal Accessories by Category: Volume 2018-2023
- Table 17 Sales of Personal Accessories by Category: Value 2018-2023
- Table 18 Sales of Personal Accessories by Category: % Volume Growth 2018-2023
- Table 19 Sales of Personal Accessories by Category: % Value Growth 2018-2023
- Table 20 NBO Company Shares of Personal Accessories: % Value 2019-2023
- Table 21 LBN Brand Shares of Personal Accessories: % Value 2020-2023
- Table 22 Distribution of Personal Accessories by Format: % Value 2018-2023
- Table 23 Forecast Sales of Personal Accessories by Category: Volume 2023-2028
- Table 24 Forecast Sales of Personal Accessories by Category: Value 2023-2028
- Table 25 Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028
- Table 26 Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/jewellery-in-turkey/report.