

TJC

THE JEWELERS COLLECTIVE



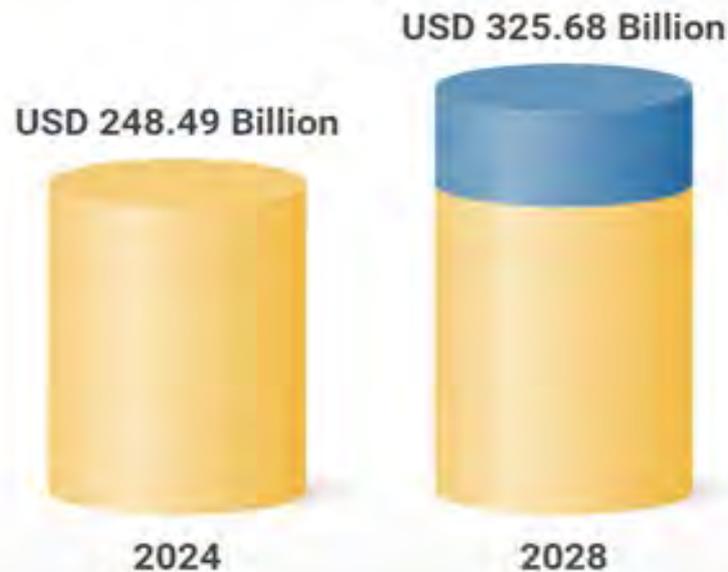
SILVER

on TREND for 2024

Silver on Trend for 2024 and opportunities for growth

Global Jewelry and Silverware Market

Market forecast to grow at a CAGR of 7.0%





Areas of Growth

- The growth of the jewelry and silverware market is also expected to be fueled by an expanding middle-class population
- The increasing size of the middle class, particularly in emerging markets, influences the demand for luxury jewelry driven by fashion trends and a desire for personalization.
- This growth in the middle-class population is expected to be a key driver for the jewelry and silverware market.

Globally - who's buying jewelry ?

As for total jewelry expenditure by age group, people between the ages 25-34 are the biggest jewelry shoppers, contributing 35% of all jewelry sales globally.

Globally who's wearing jewelry ?

When it comes to wearing jewelry, the youth and young adults are the most enthusiastic.

The numbers confirm the popularity of jewelry among young adults, as the 16-44 age group constitutes 82% of all jewelry purchases in the world.

A key factor for retail sales

The market size of the Jewelry Stores industry in the US has grown 6.6% per year on average between 2018 and 2023.

The Silver Institutes 2023 US Retailer Survey

How 2022 silver jewelry sales compared to 2021?

- 52% of the jewelry retailers said their silver jewelry sales increased between 11 and 25%. 7% saw an increase over 25% in 2022. 22% said their silver jewelry sales remained the same.
- 26% of retailers said their online sales increased.

The average increase in 2022 for silver jewelry sales was 14%.

The Silver Institutes 2023 US Retailer Survey

Which merchandise categories had the best maintained margin over the 2022 holiday season?

Percent rating category as "best"

Silver Jewelry	38%
Diamond Jewelry	21%
Bridal Jewelry	21%
Gold Jewelry	18%
Platinum	2%

The Silver Institutes 2023 US Retailer Survey

What price points of silver jewelry have the greatest number of sales?

- The two best price points where retailers are experiencing the greatest number of sales in silver jewelry are less than \$100 (50%) and \$100 - \$500 (45%).

<i>Price point range</i>	
More than \$1,000	2%
\$501 - \$1,000	3%
\$100 - \$500	45%
Less than \$100	50%

The Silver Institutes 2023 US Retailer Survey

What age groups are buying the most silver jewelry and where they see their best-selling opportunities with silver?

- The age group buying the most silver jewelry is 20 – 40 according to 52% of the retailers.
- The under 20 age group was second at 17%.

Over 60	6%
51-60	11%
41-50	15%
20-40	52%
Under 20	17%

The Silver Institutes 2023 US Retailer Survey

Retailers said the best-selling opportunities with silver are female self-purchase (34%),

- 26% said gifting,
- 31% said millennials*.
- Just 9% said bridal party/bridal gifts or other.

*millennials – born 1980-1994 Now ages 30- 44

The Silver Institutes 2023 US Retailer Survey

Retailers were asked how important silver jewelry is to their business?

- 51% of respondents said silver jewelry is very important or important to their business; 27% said very important.

TREND

BOLD BANGLES & CUFFS



TREND

The COLLAR NECKLACE



TREND

The PENDANT



TREND

GEOMETRIC & SCULPTURED



TREND

LAYERS *on* LAYERS



TREND

LINKED *in*



TREND

SILVER *shines*



TREND

SILVER *shines*



TREND

SILVER *with* DIAMONDS



TREND

SCULPTED



TREND

**SILVER *with* PRECIOUS &
SEMI-PRECIOUS STONES**



TREND

MIXED *metals*



TREND

TEXTURED *and* FILAGREE



SILVER

Textured • Polished • *Embezzled* • Brushed • **BOLD**

The opportunities are limitless

The Silver Institutes 2023 US Retailer Survey

Retailers were asked how optimistic they are that silver jewelry sales growth will continue for the next several years.

- **88% of the retailers** are optimistic that silver jewelry sales growth will continue for the next several years; 46% said they were very optimistic.

The Silver Institutes 2023 US Retailer Survey

Retailers said why they were optimistic that silver jewelry sales growth will continue for the next several years?

- ✓ As the price of gold increases, we are very optimistic that silver jewelry sales will grow.
- ✓ Silver allows us to purchase unique styles for our store without a major outlay of money.
- ✓ With gold on the rise, more consumers are purchasing sterling.
- ✓ With prices increasing in every category silver can fill that void.

Interested in selling to the US Jewelry Retailers?

Let **THE JEWELERS COLLECTIVE** help you reach over 16,000 jewelry retailers with the print edition and over 16,500 jewelers inboxes with the digital edition.

Plus – bonus distribution at major jewelry trade shows.

View the current issue at thejewelerscollective.com and contact gloria@thejewelerscollective.com for more information.

The Summer issue closes March 20th.

