

# Indian Jewellery Market – Trends & Opportunities [2012-2017]

## **Executive Summary**

From centuries, there exists a fashion of jewellery. Whenever something unique or different is found by human being, it is considered as precious metal and it was transformed into jewellery. Thus, jewellery is the ornaments which are made of precious metals and stones and adorn by people of all ages.

Gold is the yellow metal and it is used with other metals to produce the masterpiece. 24 carat is purest form of gold. The demand for gold in India has witnessed an increasing trend in the past, despite of the soaring prices of gold. Moreover, at the time of festivals such as Dhanteras and Akshay Tritiya the demand of jewellery increases.

Diamond is the hardest known substance and has a property of light refraction. The market size of diamond jewellery has increased over the years and is expected to increase in the future as well and Platinum is a metallic element which is heavy, hard and silvery. It is closely interrelated to five other metals, which are rhodium, iridium, palladium, osmium and ruthenium. Due, to its growing awareness, the demand for platinum has increased in the past, due to its growing awareness among the people and is anticipated to grow in future also.

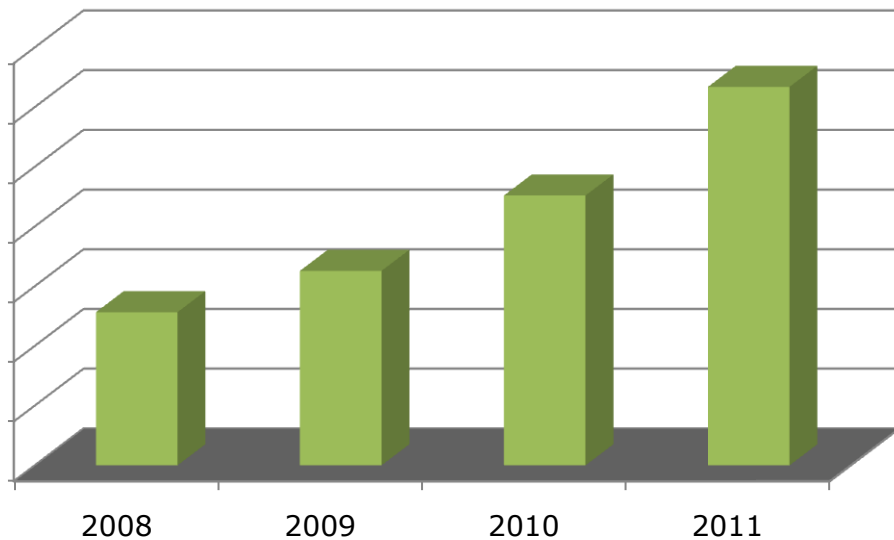
Major players in the Indian jewellery market are Gitanjali Group, Titan Industries, P.C Jewellers, Prince Gems and Jewellery, Joyalukkas.

The analysis of drivers explains the reason behind the growth in the jewellery industry. These reasons include points such as increasing disposable income, growing number of working women, fostering new talent etc. and the key challenges recognized by the analysts in the jewellery market include factors such as highly unorganized sector, huge working capital involved, dependency on import for raw materials, labour intensive etc. The key trends in the jewellery market of India are recognized as changing taste and preferences of the consumers, festive season sales, emergence of new distribution channel and inclination towards branded jewellery.

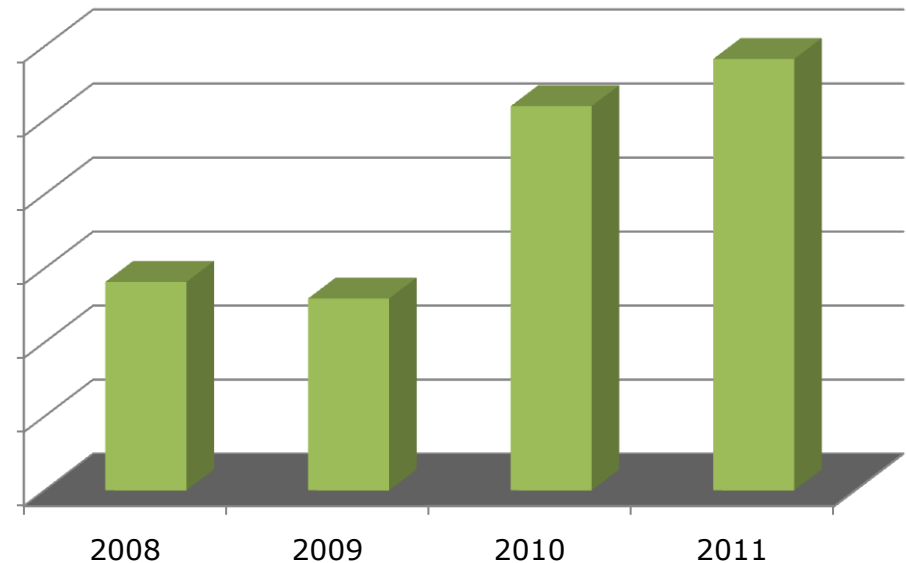
# Indian Jewellery Market: Overview

There has been a notable growth in the worldwide market for jewellery as well as jewellery market in India in the past few years, and this growth is projected to .....estimated to grow at a CAGR of ...% during 2012-17

Indian Jewellery Market Size (US\$ Billion)



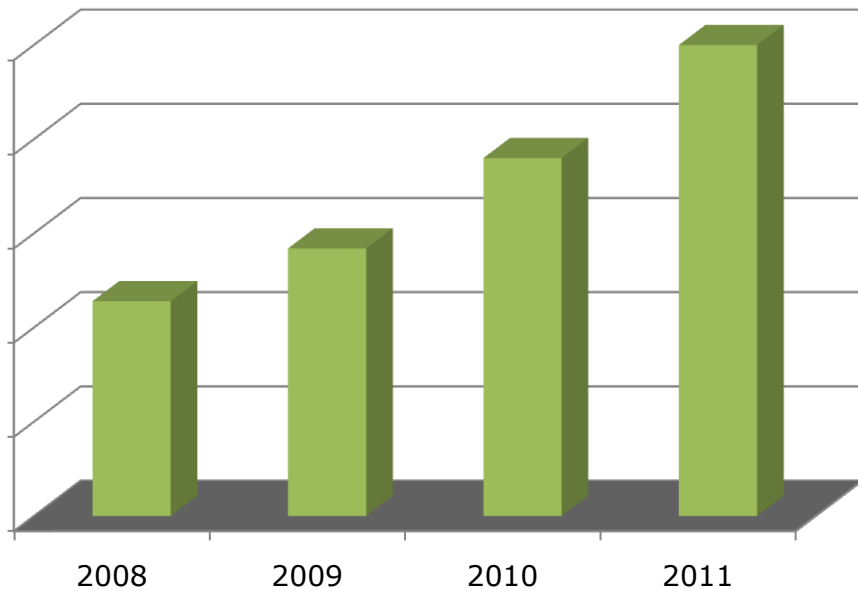
Indian Gold Jewellery Market Size (US\$ Billion)



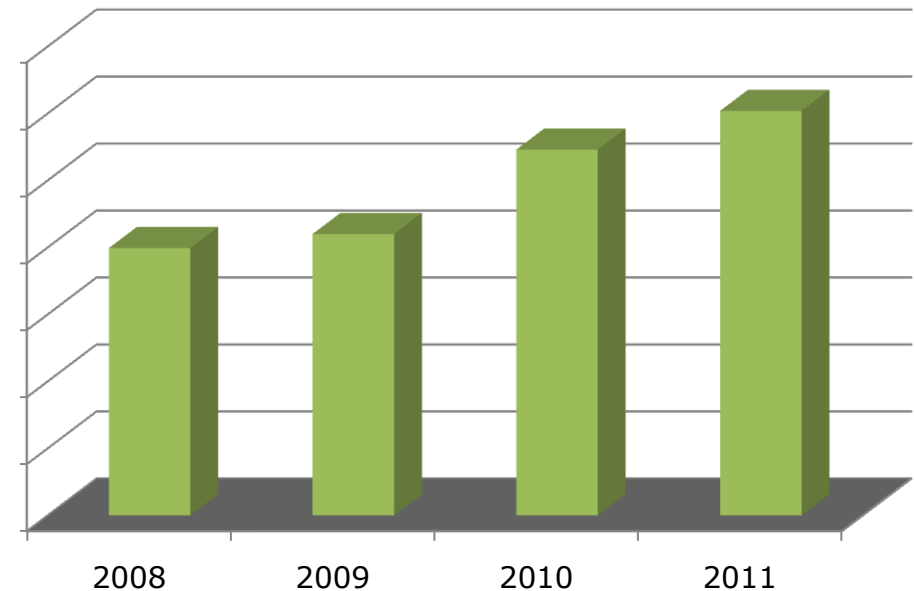
- The Indian gold jewellery market has grown at the compound annual growth rate of .....% in the period 2008-11.
- The major growth drivers of the jewellery market are.....

# Indian Jewellery Market: Overview

Indian Platinum Jewellery Market Size (US\$ Billion)



Indian Diamond Jewellery Market Size (US\$ Billion)



- The Indian market for platinum reported a consistent growth in volume sales during 2006 and 2011, at CAGR of ...%.....
- The Indian diamond jewellery market recorded at CAGR of ...% from US\$... billion in 2008 to US\$... billion in 2011 .....

# Market Trends

## Changing Taste and Preferences

- .....
- .....
- .....
- .....
- .....

## Festival Season

- .....
- .....
- .....
- .....

## Changing Preference Towards Branded Jewellery

- .....
- .....
- .....
- .....