



Freedonia Focus Reports
US Collection

Jewelry & Watches: United States

June 2018



BROCHURE CLICK TO ORDER
FULL REPORT CLICK TO ORDER

www.freedoniafocusreports.com

Table of Contents

1. Highlights	3
2. Market Environment	4
Historical Trends	4
Key Economic Indicators	6
Trade	7
Consumer Trends	9
Retail Environment	12
3. Segmentation & Forecasts	15
Products	15
Jewelry	17
Watches	20
4. Industry Structure	23
Industry Characteristics	23
Market Leaders	25
Compagnie Financière Richemont	25
Signet Jewelers	26
Tiffany & Co	26
5. About This Report	27
Scope & Method	27
Sources	27
Industry Codes	28
Resources	29

List of Tables & Figures

Figure 1 Key Trends in US Jewelry & Watches Spending, 2017 – 2022	3
Figure 2 US Jewelry & Watches Nominal PCE Trends, 2007 – 2017	4
Figure 3 US Jewelry & Watches Real PCE Trends, 2007 – 2017	5
Table 1 Key Indicators for US Jewelry & Watches Demand, 2007 – 2022	6
Figure 4 US Jewelry & Watches Trade, 2007 – 2017 (US\$ mil)	7
Table 2 US Jewelry & Watches Trade, 2007 – 2017 (US\$ mil)	7
Figure 5 Survey: US Adults that Purchased Jewelry in Last Three Months by Age & Gender, 2017 (%)	9
Figure 6 Survey: Jewelry Purchase Rates in Last 12 Months by Purchase Location, 2017 (% of US adult pop)	9
Figure 7 Survey: US Adults that Purchased a Watch by Age, Sex, & Price of Watch Purchased, 2017 (%)	10
Figure 8 Survey: US Adults that Agreed with Selected Statements About Their Watch (%)	10
Table 3 Major US Jewelry Specialty Retail Chains	12
Figure 9 US Jewelry & Watches PCE & E-Commerce Sales, 2007 – 2017	13
Table 4 US Jewelry & Watches PCE by Retailer Type, 2007 – 2017 (US\$ mil)	14
Figure 10 US Jewelry & Watches PCE & Jewelry & Watch Store Sales, 2007 – 2017	14
Figure 11 US Jewelry & Watches Nominal PCE by Product, 2007 – 2022 (US\$ mil)	15
Table 5 US Jewelry & Watches Nominal PCE by Product, 2007 – 2022 (US\$ mil)	15
Figure 12 US Jewelry & Watches Real PCE by Product, 2007 – 2022 (2009US\$ mil)	16
Table 6 US Jewelry & Watches Real PCE by Product, 2007 – 2022 (2009US\$ mil)	16
Figure 13 US Jewelry PCE & New Marriages, 2007 – 2022	18
Figure 14 US Watches PCE & Durable Goods PCE by Product, 2007 – 2022	21
Figure 15 US Jewelry & Watches Shipment Concentration Ratios, 2002 – 2012 (%)	24
Table 7 Leading Suppliers to the US Jewelry & Watches Market by Product	25
Table 8 Industry Codes Related to Jewelry & Watches	28

About This Report

Scope & Method

This report forecasts US personal consumption expenditures (PCE) on jewelry and watches in both nominal and real (inflation-adjusted) US dollars to 2022. Total spending in both nominal and real terms is segmented by product in terms of:

- jewelry
- watches

To illustrate historical trends, total PCE, the various segments, and trade are provided in annual series from 2007 to 2017.

The scope of this report excludes smartwatches; however, hybrid watches are included. Also excluded are silverware and hollowware; chasing, etching, and engraving; lapidary work; and jewelers' findings and materials. Re-exports of jewelry and watches are not included in trade figures.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Jewelry & Watches: United States (FF90015) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications

About This Report

- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 8 | Industry Codes Related to Jewelry & Watches

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industrial Classification	
334518	Watch, Clock, and Part Manufacturing	3873	Watches, Clocks, Clockwork Operated Devices, and Parts
339911	Jewelry (Except Costume) Manufacturing	3911	Jewelry, Precious Metal
339913	Jewelers Material and Lapidary Work Manufacturing	3915	Jeweler's Finding and Materials, and Lapidary Work
339914	Costume Jewelry and Novelty Manufacturing	3961	Costume Jewelry and Costume Novelties, Except Precious Metals
423940	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers	5094	Jewelry, Watches, Precious Stones, and Precious Metals
448150	Clothing Accessories Stores	5632	Women's Accessory and Specialty Stores
448310	Jewelry Stores	5944	Jewelry Stores
541490	Other Specialized Design Services	7389	Business Services, NEC

Source: US Census Bureau

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Resources

The Freedonia Group

Freedonia Industry Studies

Wipes Market in the US, June 2017

Global Protective Packaging Market, May 2017

Home Organization Market in the US, February 2017

Freedonia Focus Reports

Apparel: United States

Demographics: United States

E-Commerce: United States

Fabrication Gold: United States

Insurance: United States

Mining & Quarrying: United States

Mining Equipment: United States

Tableware & Kitchenware: United States

Titanium: United States

Freedonia Custom Research

Trade Publications

Accessories Magazine

Jeweler's Circular Keystone

National Jeweler

The Diamond Loupe

Wareable

WatchTime

Women's Wear Daily

Agencies & Associations

American Watchmakers-Clockmakers Institute

Bureau of Economic Analysis

International Diamond Exchange

International Watch & Jewelry Guild

Jewelers of America

United States Census Bureau

United States International Trade Commission

World Gold Council