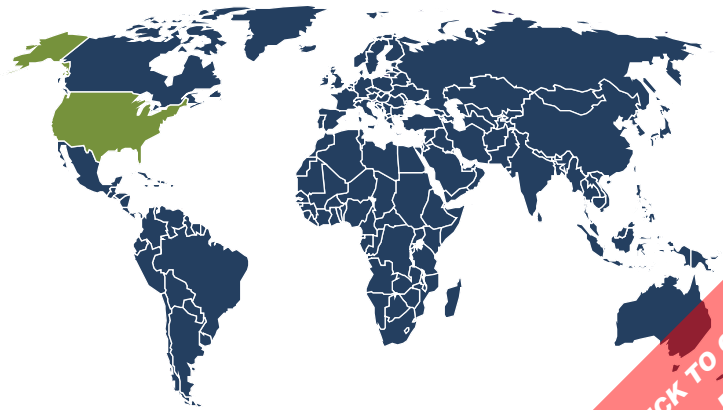




Freedonia Focus Reports  
US Collection

# Jewelry & Watches: United States

September 2016



## Highlights

### Market Environment

Historical Trends | Key Economic Indicators | Trade  
Jewelry and Watch Fashion Trends | Jewelry Retail Overview

### Segmentation and Forecasts

Demand

### Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

### Resources

[www.freedoniafocus.com](http://www.freedoniafocus.com)

CLICK TO ORDER  
FULL REPORT  
BROCHURE  
CLICK TO ORDER  
FULL REPORT

## 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 2020. Total spending in both nominal and real terms is segmented by product in terms of:

- jewelry
- watches.

The scope of this report excludes smartwatches, silverware and hollowware, as well as chasing, etching, and engraving. Also excluded are lapidary work and jewelers' findings and materials. Re-exports of jewelry and watches are not included in spending or import figures.

To illustrate historical trends, total PCE, the various segments, and trade are provided in annual series from 2005 to 2015.

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

- 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

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
334518	Watch, Clock, and Part Mfg	3873	Watches, Clocks, Clockwork Operated Devices, and Parts
339911	Jewelry (except Costume) Mfg	3911	Jewelry, Precious Metal
339914	Costume Jewelry and Novelty Mfg	3961	Costume Jewelry and Costume Novelties, Except Precious Metal
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

## 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.

## Table of Contents

Section	Page
About This Report .....	i
Highlights.....	1
Market Environment .....	2
Historical Trends .....	2
Chart 1   US Nominal Jewelry & Watch Spending Trends, 2005-2015 (US\$ mil) .....	2
Chart 2   US Real Jewelry & Watch Spending Trends, 2005-2015 (2009US\$ mil).....	3
Chart 3   US Major Jewelry & Watch Price Trends Index, 2005-2015 (2009=1.00).....	3
Key Economic Indicators .....	4
Table 1   Key Indicators for US Jewelry & Watch Spending; 2005, 2015, 2020 .....	4
Trade.....	5
Chart 4   US Jewelry & Watch Imports by Country, 2005-2015 (US\$ mil) .....	5
Chart 5   US Jewelry & Watch Exports by Country, 2005-2015 (US\$ mil).....	6
Jewelry & Watch Fashion Trends .....	7
Jewelry Retail Overview.....	8
Table 2   Major US Jewelry Specialty Retail Chains .....	8
Segmentation & Forecasts.....	9
Demand.....	9
Chart 6   US Nominal Spending on Jewelry & Watches; 2005-2015, 2020 (US\$ mil) .....	9
Chart 7   US Real Spending on Jewelry & Watches; 2005-2015, 2020 (2009US\$ mil).....	10
Jewelry.....	11
Watches.....	13
Chart 8   US Jewelry & Watch Expenditures by Product Share; 2005-2015, 2020 (% of US\$ mil) .	14
Industry Structure .....	16
Industry Composition & Characteristics .....	16
Company Profile 1   Tiffany & Co .....	18
Company Profile 2   Signet Jewelers Limited .....	19
Company Profile 3   The Swatch Group Ltd .....	20
Additional Companies Cited.....	21
Resources .....	22

To return here, click on any Freedonia logo or the Table of Contents link in report footers.  
 PDF bookmarks are also available for navigation.

## RESOURCES

### The Freedonia Group

[www.freedoniagroup.com](http://www.freedoniagroup.com)

#### Related Industry Studies

*3337 World Mining Equipment*, November 2015

[see study contents](#)

*3254 Home Organization Products*, May 2015

[see study contents](#)

#### Related Focus Reports

*Apparel: United States*

[see report contents](#)

*Demographics: United States*

[see report contents](#)

*Fabrication Gold: United States*

[see report contents](#)

*Home Organization Products: United States*

[see report contents](#)

*Leather & Fur Products: United States*

[see report contents](#)

*Men's Clothing: United States*

[see report contents](#)

*Mining Equipment: United States*

[see report contents](#)

*Tableware & Kitchenware: United States*

[see report contents](#)

*Women's Clothing: United States*

[see report contents](#)

#### Freedonia Custom Research

[see capabilities](#)

### Trade Publications

*Accessories Magazine*

[www.accessoriesmagazine.com](http://www.accessoriesmagazine.com)

*Jewelers' Circular Keystone*

[www.jckonline.com](http://www.jckonline.com)

*National Jeweler*

[www.nationaljeweler.com](http://www.nationaljeweler.com)

*WatchTime*

[www.watchtime.com](http://www.watchtime.com)

*Women's Wear Daily*

[www.wwd.com](http://www.wwd.com)

### Agencies & Associations

American Watchmakers-Clockmakers Institute

[www.awci.com](http://www.awci.com)

Bureau of Economic Analysis

[www.bea.gov](http://www.bea.gov)

Fashion Jewelry & Accessories Trade Association

[www.fjata.org](http://www.fjata.org)

International Colored Gemstone Association

[www.gemstone.org](http://www.gemstone.org)

International Diamond Exchange

[www.idexonline.com](http://www.idexonline.com)

International Platinum Group Metals Association

[www.ipa-news.com](http://www.ipa-news.com)

International Watch & Jewelry Guild

[www.iwjg.com](http://www.iwjg.com)

Jewelers of America

[www.jewelers.org](http://www.jewelers.org)

The Silver Institute

[www.silverinstitute.org](http://www.silverinstitute.org)

United States Census Bureau

[www.census.gov](http://www.census.gov)

United States International Trade Commission

[www.usitc.gov](http://www.usitc.gov)

World Gold Council

[www.gold.org](http://www.gold.org)

**Environmental Impact.** Please consider the environment before printing this report. Freedonia Focus Report collections feature environmentally friendly products distributed entirely via electronic channels.