

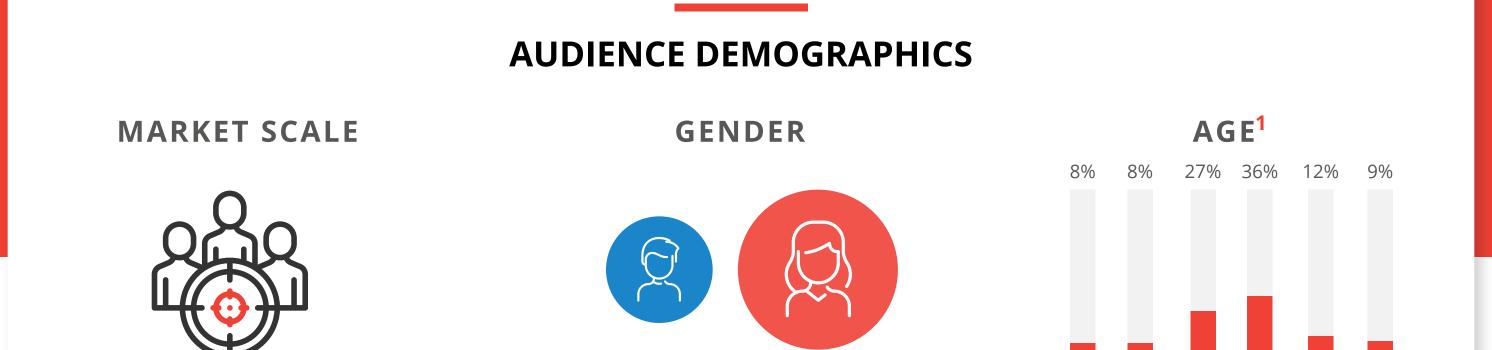
Chinese Audience Insights Spotlight Issue #16 – Dec 2021



CHINESE JEWELRY BRANDS IN THE SPOTLIGHT: EXPLORE THE TRENDS AND OPPORTUNITIES IN CHINA'S JEWELRY MARKET

The jewelry market is one of the fastest-growing markets in China and the consumption of gold and diamond jewelry in 2021Q1 has already surpassed the pre-pandemic levels, indicating Chinese consumers' appetite for luxury accessories has returned. According to RETEX China, e-commerce becomes a new consumer access touchpoint and the new driver fueling the growth of the Chinese jewelry market. Over 1.55 billion pieces of jewelry were sold at a total value of over US\$9 billion on Taobao and Tmall between Spring 2020 and Spring 2021.

Based on iAudience data, we have traced and profiled Chinese netizens who browsed Chinese jewelry brands, highlighting their audience profiles, preferences and online behaviors to understand the latest market trends and future growth opportunities in China's jewelry market.





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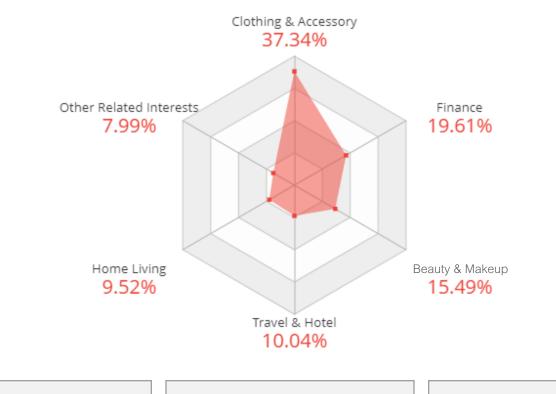


CLCK



周大福 周生生

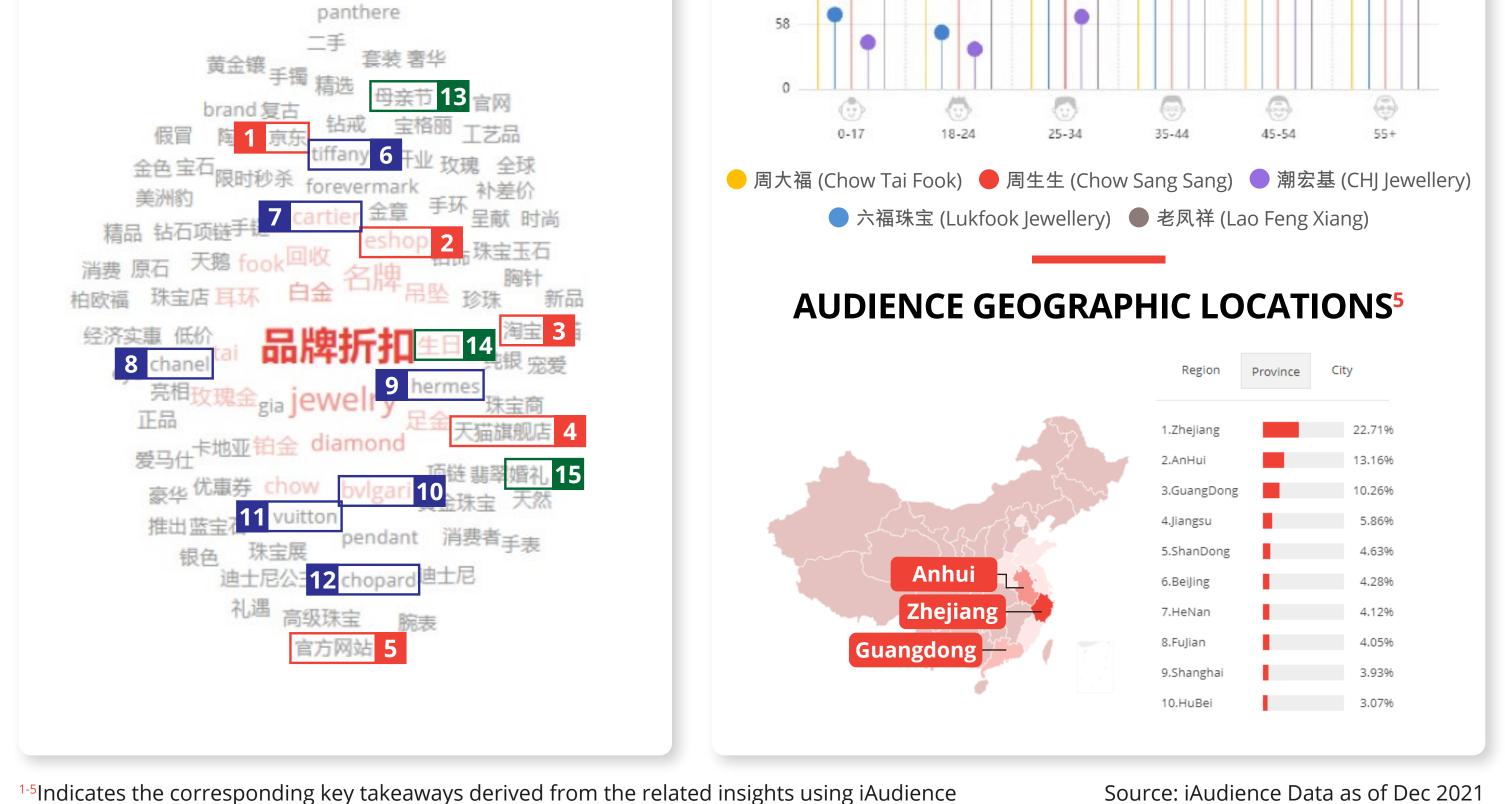
AUDIENCE INTERESTED CATEGORIES²



		Clothing & Accessory	Finance	Beauty & Makeup
 周大福 (Chow Tai Fook) 	955.17K	1.Ladies' Wear	1.Investment And Financial	1.Specific Beauty
● 周生生 (Chow Sang Sang)	851.00K	2.Men's Wear	2.Real Estate	2.Makeup
● 潮宏基 (CHJ Jewellery)	402.82K	3.Kid's Wear	3.Insurance	3.Facial Products
● 六福珠宝 (Lukfook Jewellery)	183.10K	4.Women's Accessories	4.Other Finance And Invest	4.Facial Care Products
● 老凤祥 (Lao Feng Xiang)	174.80K	5.Children's Shoes And Clot	5.Precious Metals/Futures	5.Personal Care Concerns

AUDIENCE INTERESTED KEYWORDS³⁻⁴

- E-commerce: JD.com¹, eShop², Taobao³, Tmall Flagship Store⁴, Official E-commerce Store⁵
- Competitors: Tiffany⁶, Cartier⁷, Chanel⁸, Hermes⁹, Bvlgari¹⁰, Louis Vuitton¹¹, Chopard¹²
- Special Occasion: Mother's Day¹³, Birthday¹⁴, Wedding¹⁵



BRAND PREFERENCE INDEX BY AGE





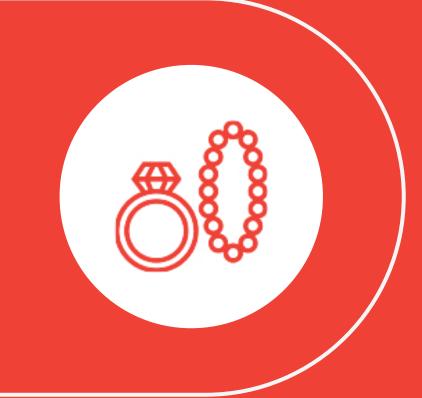
KEY INSIGHTS ON CHINESE AUDIENCE BROWSING CHINESE JEWELRY BRANDS RELATED TOPICS



The majority audience of Chinese jewelry brands is Female Adults (35-44).



Audiences also interested in categories associated with **Finance**, **Beauty & Makeup.**





Audiences tend to browse and shop online via various **E-commerce Channels.**





Audiences interested in Chinese jewelry brands also search for international jewelry brands, indicating **Keen Competition** in the landscape.



Majority of the interested audiences are from First and Second-tier Cities in China.



iAudience is a market-intelligence platform to provide real-time insights of the target audiences in China.

- **COMPETITORS ANALYSIS**
- **AUDIENCE UNDERSTANDING**
- **ACTIONABLE INSIGHTS**

EMAIL



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