RAB Instant Background Report For
Jewelry Stores

Who Buys	Source
A 2002 Unity Marketing study determined that 39% of consumers buy fine jewelry every year.	Jewelers' Circular Keystone, 2003
According to the World Gold Council, the age group buying the most gold jewelry is 16 to 34 years, followed by women over 50 years of age.	Jewelers' Circular Keystone, 2003
Approximately 75% of brides receive engagement rings before marriage.	Jewelry Information Center, 2003
According to the World Gold Council, approximately 50% of U.S. sales of fine gold jewelry are to self-purchasers.	Jewelers' Circular Keystone, 2003
Profiling adults 18+ who bought any type of jewelry at department stores or discount stores in the past year:	Simmons, 2002

Sex:		**Income:**	
Male	29.30%	$75,000+	38.10%
Female	70.70%	$50-74,999	21.00%
Age:		$40-49,999	9.70%
18-24	11.20%	$30-39,999	10.80%
25-34	19.10%	$20-29,999	7.90%
35-44	24.40%	Under $20K	12.50%
45-54	20.80%	**Region:**	
55-64	11.90%	Northeast	19.60%
65+	12.60%	Midwest	23.40%
Race:		South	39.80%
White	84.60%	West	17.20%
Black	11.20%	**Marital:**	
Other	4.20%	Single	19.70%
Hispanic	10.60%	Married	62.30%
		Sep/Wid/Div	18.00%

Of those adults who bought any type of jewelry at department stores or discount stores in the last year, 70.7% were women and 29.3% were men.	Simmons, 2002
Adults 18+ who bought any type of jewelry at department stores or discount stores in the past year, by age bracket: 18-24, 11.2%; 25-34, 19.1%; 35-44, 24.4%; 45-54, 20.8%; 55-64, 11.9%; 65+, 12.6%.	Simmons, 2002
Adults 18+ who bought any type of jewelry at department stores or discount stores in the past year, by income level: $75,000+, 38.1%; $50-74,999, 21.0%; $40-49,999, 9.7%; $30-39,999, 10.8%; $20-29,999, 7.9%; under $20,000, 12.5%.	Simmons, 2002

Adults 18+ who bought any type of jewelry at department stores or discount stores in the last year, by race: White, 84.6%; Black, 11.2%; Other, 4.2%; Hispanic origin, 10.6%.	Simmons, 2002
Adults 18+ who bought any type of jewelry at department stores or discount stores in the past year, by region: Northeast, 19.6%; Midwest, 23.4%; South, 39.8%; West, 17.2%.	Simmons, 2002
Adults 18+ who purchased any type of jewelry at department stores or discount stores in the past year, by marital status: Single, 19.7%; married, 62.3%; separated/widowed/divorced, 18.0%.	Simmons, 2002
In general, 80% of a jewelry store's sales come from 20% of the people on the store's customer list.	Jewelers' Circular Keystone, 2002

When They Buy	Source
Monthly sales of U.S. jewelry stores (3-year average, 2000-2002): January, 5.3%; February, 8.1%; March, 6.4%; April, 6.4%; May, 8.5%; June, 6.9%; July, 6.4%; August, 7.1%; September, 6.3%; October, 6.7%; November, 8.9%; December, 23.0%.	U.S. Department of Commerce, 2003

Why They Buy	Source
According to a 2002 survey by the Jewelry Consumer Opinion Council, 82.4% indicated that a brand name was unimportant in determining their last experience in buying diamonds or diamond jewelry. Eleven percent said that a brand name did matter, while 6.7% were not sure.	National Jeweler, 2002
A 2002 survey by National Jeweler found that 36% of consumers felt that brands were "somewhat important" when purchasing bridal jewelry, while 10% said they were "very important." However, 54% indicated that brands held "no importance" in the selection bridal jewelry.	National Jeweler, 2002

How They Buy	Source
According to the World Gold Council, the average price for all gold jewelry in 2002 declined 1.6% to $77.19.	Jewelers' Circular Keystone, 2003

What They Buy	Source
Neck chains accounted for 37% of gold jewelry purchases in 2002, followed by earrings (18%) and bracelets (13%).	Jewelers' Circular Keystone, 2003
According to the World Gold Council, the most popular self-purchase gold jewelry items are (in order of priority) earrings, chains and non-bridal rings.	Jewelers' Circular Keystone, 2003
Based on a retailers' survey by Jewelers' Circular Keystone, what the respondents identified as their best-selling 18k gold jewelry categories: Wedding bands, 49.2%; engagement rings, 26.6%; diamond and colored stone fashion	Jewelers' Circular Keystone,

rings, 15.2%; bracelets, 12.1%; bridal, 9.1%; rings, 9.1%; semimounts, 7.7%; earrings, 7.6%; necklaces, 6.1%; chains, 5.3%; mountings, 4.5%; designer jewelry, 3.8%.	2003
A 2003 survey by Jewelers' Circular Keystone magazine found that 43% of jewelers are stocking and selling more 18k jewelry than they did five years ago.	Jewelers' Circular Keystone, 2003
A 2002 survey conducted by Jewelers' Circular Keystone asked jewelry retailers to identify their 10 basic items (more than one answer possible): 1. Gold chains (all lengths, rope, cable, snake, etc.), 71.4%; 2. Diamond studs, 66.7%; 3. Wedding bands (plain, white/yellow gold), 39.5%; 4. Diamond pendants and/or necklaces, 28.6%; 5. .25 to 1-ct. loose diamonds, 27.2%; 6. (tie) Diamond anniversay rings, diamond solitaire rings, and colored-stone rings, 20.4%; 9. Pearl stud earrings, 18.4%; 10. Gold earrings, 17.0%.	Jewelers' Circular Keystone, 2002
The 2002 JCK survey also asked members of the retail panel to list their best-selling items or services during difficult economic times (more than one answer possible): Repairs, 51.5%; engagement rings/solitaires, 31.5%; diamond stud earrings, 25.4%; wedding bands, 20.8%; bridal/wedding sets, 18.8%; resizing, remounts & redesign jewelry, 17.7%; watches, 10.8%; gold chains, 10.0%; appraisals, 9.2%; watch batteries, 8.5%.	Jewelers' Circular Keystone, 2002
According to a Jewelers' Circular Keystone survey, what jewelers consider to be their best-selling categories of children's jewelry (from newborns to 17-year-olds): "Starter pearls" or "add-a-pearl necklace", 28.7%; birthstone items, 21.3%; Baptismal, First Communion or Confirmation items, 19.9%; charm bracelet and charms, 14.0%; earrings, 6.6%; "name" jewelry, 3.7%; special graduation-themed items, 2.9%; Bar Mitzvah/Bat Mitzvah items, 2.2%.	Jewelers' Circular Keystone, 2002
A pre-Christmas 2002 study by the International Council of Shopping Centers predicted that the top jewelry holiday gift items would be diamonds (bracelets, earrings, necklaces and watches), pearls, gold (yellow, white), colored gemstones (opal, sapphires, rose quartz), and watches.	ICSC, 2002
Sales of the three-stone jewelry category jumped 34% in volume during 2001.	Jewelers' Circular Keystone, 2002

Where They Buy	**Source**
Zale Corporation is the nation's largest specialty retail jeweler, with more than 2,300 stores throughout the U.S., Canada and Puerto Rico. The company has four large chains aimed at different markets: Zales Jewelers (moderately priced items); Gordon's Jewelers (more expensive contemporary and regional items); Bailey Banks & Biddle Fine Jewelers (higher-priced items); and Piercing Pagoda (jewelry kiosks). Zale, with 2002 sales of $2.198 billion (up 6.0%), also operates more than 80 jewelry outlet stores, and runs about 170 stores in Canada under the Peoples Jewellers and Mappins Jewellers names.	Hoover's, 2003
Online sales of jewelry and luxury goods were expected to reach approximately $1.2 billion in 2002, up from $1.1 billion in 2001.	eMarketer, 2003
Top U.S. markets for jewelry (includes fine and costume jewelry) and watch sales in 2002 (totals in billions): 1. New York, $2.3; 2. Chicago, $2.0; 3. Los Angeles, $1.8; 4. Boston, $1.6; 5. Washington, $1.5; 6. Philadelphia, $1.1; 7. Atlanta, $0.979; 8. Detroit, $0.970; 9. Houston, $0.922; 10. Dallas, $0.869.	Claritas, 2003

According to Claritas research, by 2007, the largest consumer market for jewelry and watch purchases in the U.S. will be Chicago.	Jewelers' Circular Keystone, 2003
According to dollar volume, where gold jewelry is bought in the U.S.: Jewelers, 49%; discount stores, 22%; department stores, 20%; non-store retailers (i.e., catalogs, Internet), 9%.	Jewelers' Circular Keystone, 2003
Largest U.S. jewelry chains, based on number of outlets in 2002: 1. Zale Corporation, 2,344; 2. Sterling Jewelers, 1,025; 3. Friedman's, 648; 4. Fred Meyer Jewelers, 436; 5. Whitehall Jewelers, 372; 6. Helzberg Diamonds, 240; 7. Crescent Jewelers, 155; 8. Samuels Jewelers, 125; 9. (tie) Reeds Jewelers and Ultra Stores, 102 each.	National Jeweler, 2002
Based on research by Unity Marketing, share of jewelry sales in 2001, by channel: Jewelry stores, 54%; non-store sales, 11%; discounters/mass merchandisers, 9%; other general merchandisers, 8%; department stores, 7%; apparel stores, 7%; other, 4%.	Research Alert, 2002

Business Trends	**Source**
The monetary size of the U.S. jewelry industry -- both fine and fashion -- was valued at $52.1 million in 2002.	Jewelers' Circular Keystone, 2003
Sales of jewelry stores amounted to $25.974 in 2002, a 4.8% increase over the 2001 figure of $24.773 billion. Jewelry stores generated $25.317 billion in sales during 2000.	U.S. Department of Commerce, 2003
Retail sales of fine gold jewelry established a new record in 2002, climbing 2.0% to $15.9 billion, representing the 12th straight year of gold jewelry sales increases.	Jewelers' Circular Keystone, 2003
According to American Business Lists, there were approximately 46,500 retail jewelry stores in the U.S. in 2002, along with 6,200 jewelry wholesalers, 10,100 jewelry repair shops and 6,500 jewelry manufacturers.	American Business Lists, 2002

Misc	**Source**
Based on a Jewelers of America survey, average sales per employee for various categories of jewelry stores: Independent high-end firms, $222,330; chain jewelry stores, $156,907; independent mid-range firms, $172,361; designer, artist or custom stores, $134,400.	National Jeweler, 2002

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