



ADAPTING TO AI & GEN Z: THE FUTURE OF JEWELRY RETAIL



The global Jewelry market size is anticipated to reach USD 482.22 billion by 2030, registering a CAGR of 4.7% from 2024 to 2030, according to a new report by Grand View Research, Inc.

Gen Z and Alpha are reshaping luxury with values centered on sustainability, social impact, and cultural resonance. Brands that fail to capture their attention risk irrelevance.





Heirloom pieces are seeing a resurgence as consumers seek meaningful, timeless investments. Rolex, Hermès, and emerging players are tapping into this demand by crafting pieces that transcend mere aesthetics.

AI is transforming jewelry design and production, making processes more efficient while enhancing creativity.

Blockchain and NFTs are emerging as game-changers in provenance and authenticity.



Luxury brands are embracing sustainable materials, from recycled metals to ethical sourcing, as conscious consumers demand more transparency and responsibility.





The future belongs
to brands that
innovate, adapt,
and align with the
values of diverse
and emerging
consumers.



LOOKING TO ELEVATE YOUR SKILLS AND KNOWLEDGE?

I'm Rahul Desai, CEO & MD at IIG, A thought leader, retail expert, and edupreneur. DM me for expert training and courses to boost your career and business!