



provoke
insights

Jewelry & Watches:
Fall 2021 Trends



Background & Objectives

Since the start of the pandemic in March 2020, new trends have emerged, and consumers have modified their behaviors.

As the environment changes, brands now need to understand consumer purchasing habits and trends that impact their industry.

Provoke Insights, a full-service market research firm specializing in branding, advertising, and content marketing initiatives, launched a new bi-annual trends study to answer these pressing questions.

The goal of this research is to gain a national perspective on the mindset of consumers. The study covers multiple industries, including jewelry and watches.



Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of $\pm 2.5\%$ at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Fashion Trends

Americans are still living a more casual lifestyle than they did pre-COVID-19. Over three quarters say they are dressing down.

While women are overall wearing less jewelry than pre-covid, that number is decreasing. Compared to the start of the pandemic, more females are back to wearing jewelry.



Luxury Accessory Purchases

Both jewelry and watch buying are slightly up from early 2021, with over a tenth of consumer making one of these purchases. These purchases are being made by younger and more affluent consumers living in urban areas.



Shopping Preferences

These consumers prefer shopping online but enjoy spending time choosing their items. They are willing to pay a premium for sustainable products and to stay on top of trends.

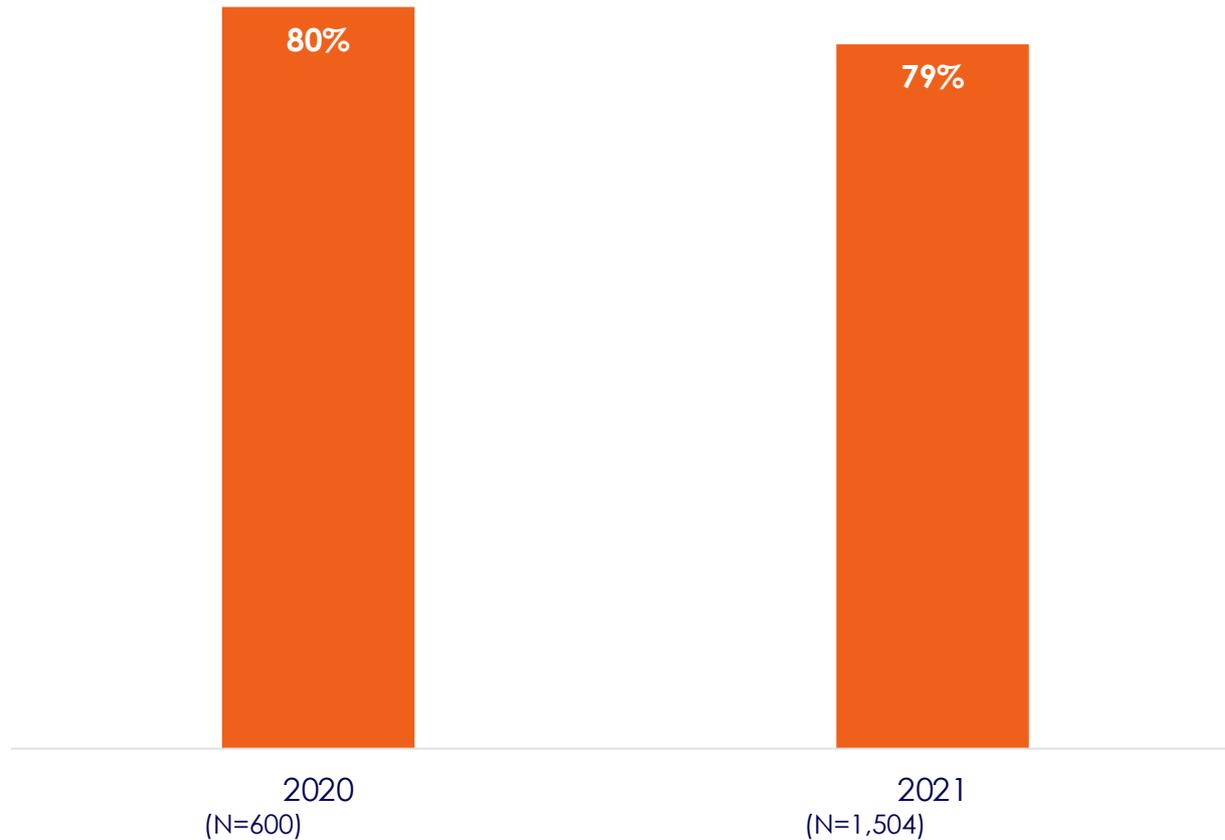
Even though shopping in-person is not their preference, they have noticed improvements in the in-store experience. They say stores are cleaner, are impressed with customer service, and find them to have adequate product availability.

Americans Attire



Americans are still dressing down from what they used to wear pre-COVID. Over three quarters say that their attire is more casual.

(Top 2 on a 4-point scale)

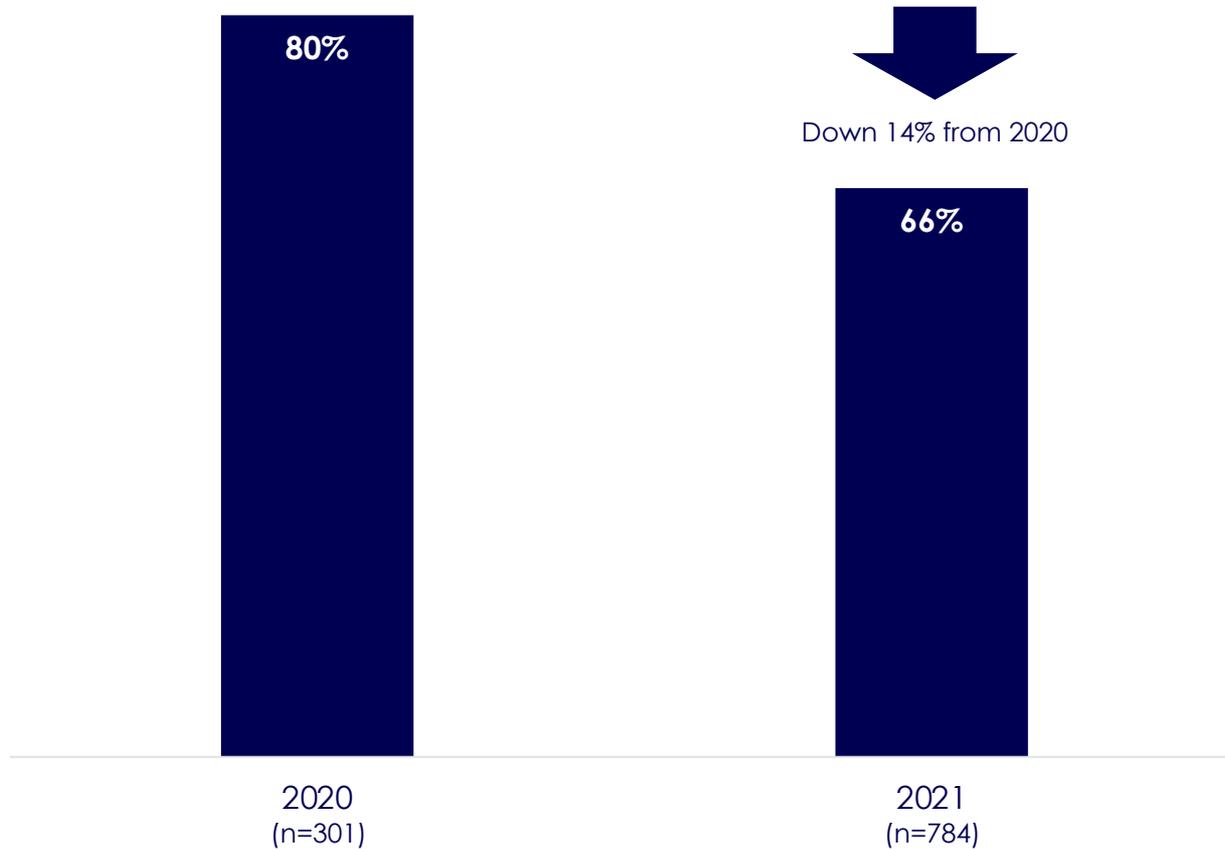


Women & Wearing Jewelry



While women are overall wearing less jewelry than pre-covid, the number is decreasing. Compared to the start of the pandemic, more females are back to wearing jewelry.

(Top 2 on a 4-point scale)



Recent Luxury Purchases

While jewelry purchasing remains the same as earlier this year , there is an uplift in purchases of watches.



Up 1% from January 2021



**6% purchased
fine jewelry
in the past month**



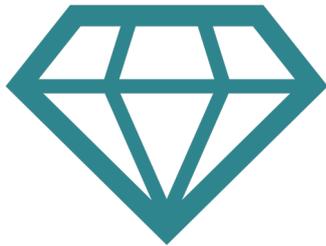
Up 3% from January 2021



**7% purchased
watches
in the past month**

Who is Buying Jewelry and Watches?

Over ten percent of Americans bought fine jewelry or watches in the past month. Those who have made these luxury purchases are younger, more affluent, and live in urban areas.



People with these characteristics are significantly more likely to purchase jewelry or watches:

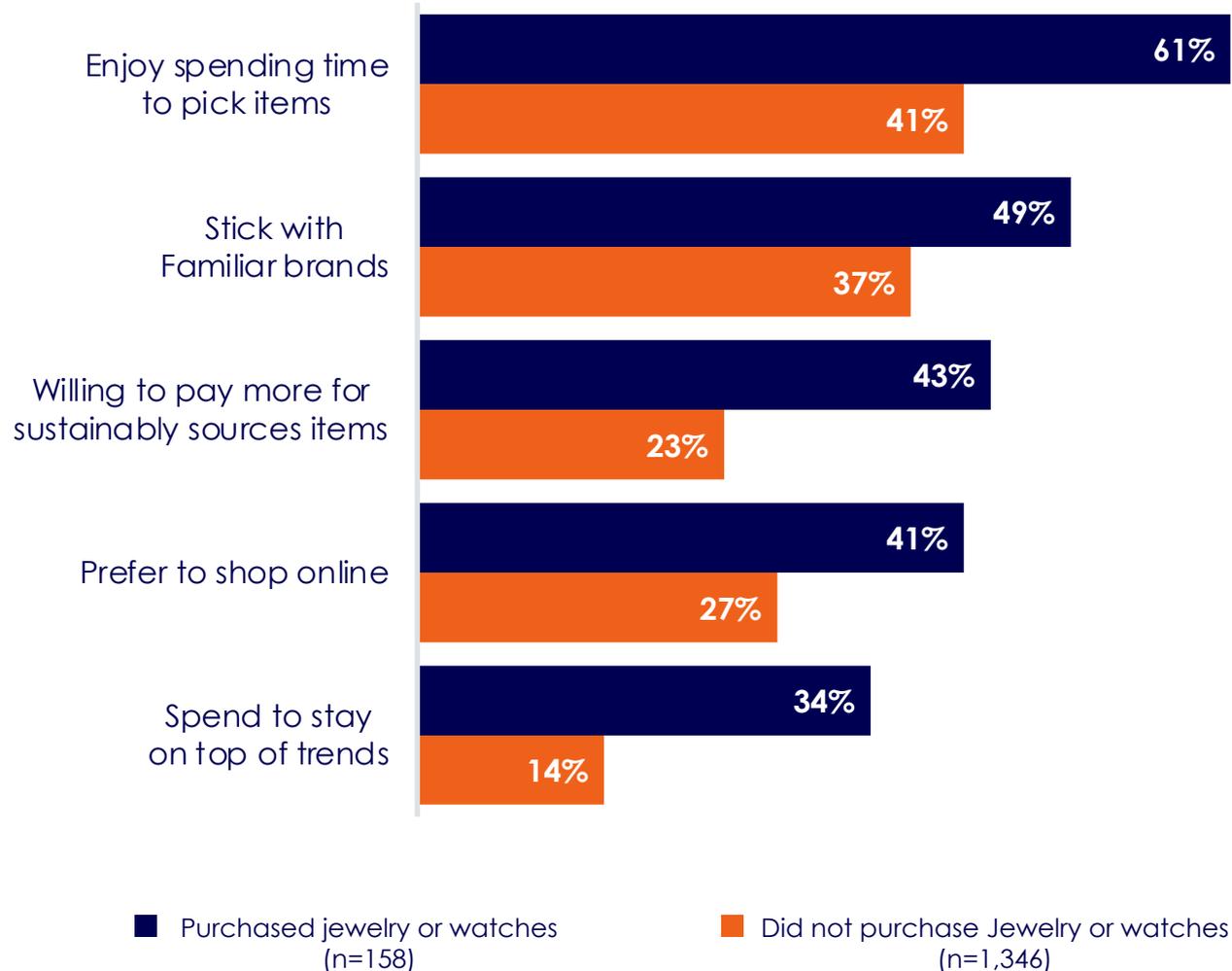
	Millennials 14%
	Urban 14%
	Children living in the household 14%
	\$100K+ household income 14%
	Black 14%

**11% purchased
fine jewelry or watches
in the past month**

Shopping Trends

Luxury purchasers treat shopping like an experience and are more likely to spend time picking out their items. However, they are also more likely than other consumers to prefer shopping online.

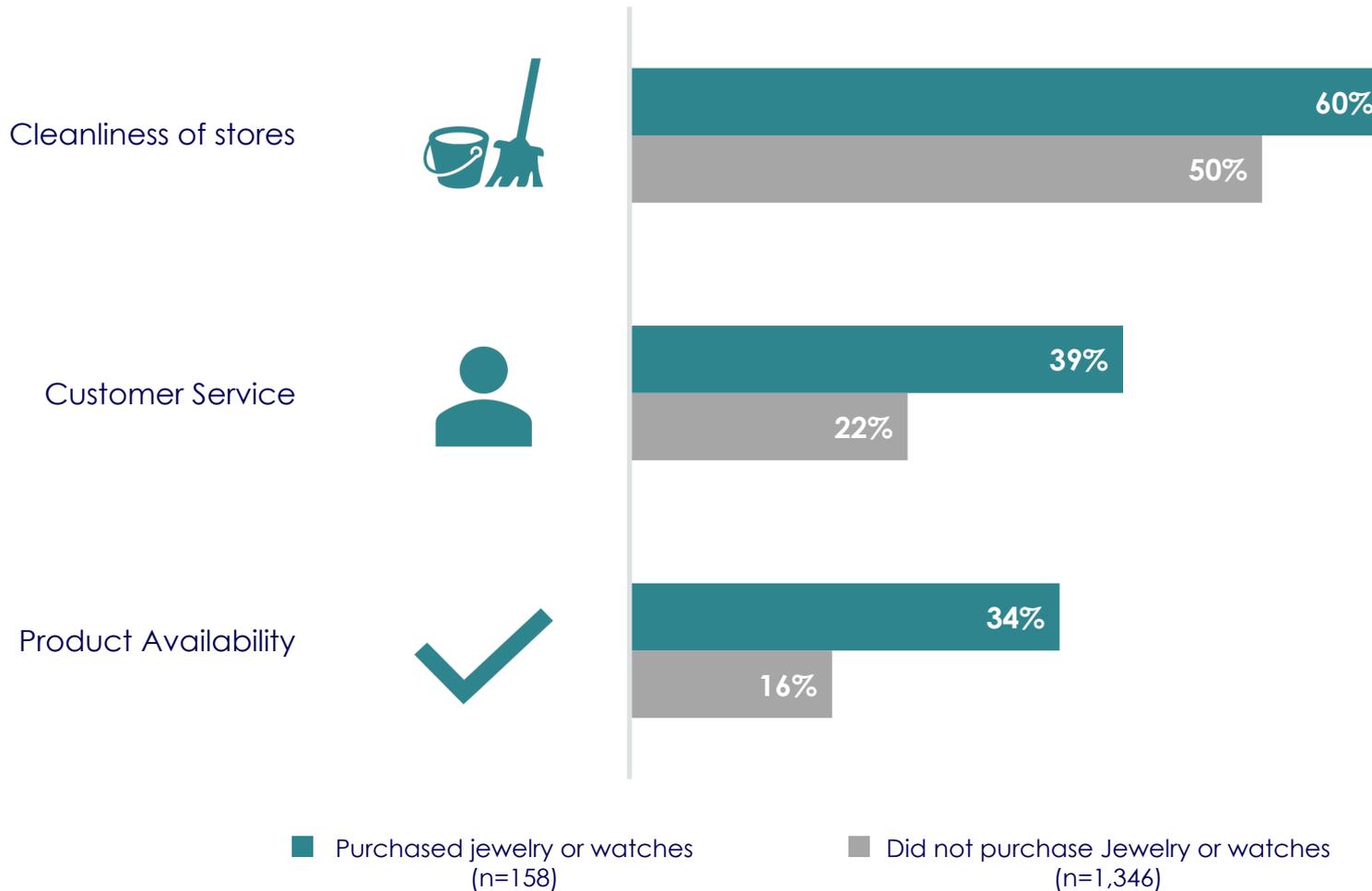
(Top 2 on a 7-point agree scale)



In-store Prospective

Although they still prefer shopping online, luxury purchasers are more likely to feel that the in-store experience has improved compared to pre-pandemic.

(Top 2 on a 4-point scale)



Respondent Overview

Gender



52%
Female



48%
Male

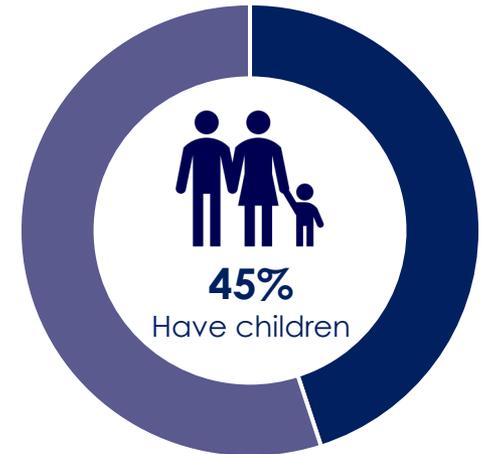
Generation

42 years old
Average Age

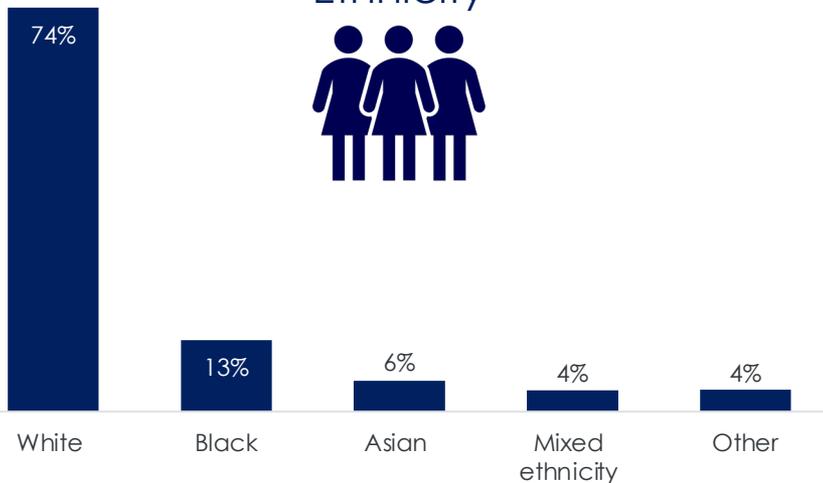


M 43% Millennials **X** 33% Gen X
B 18% Baby Boomers **Z** 6% Gen Z

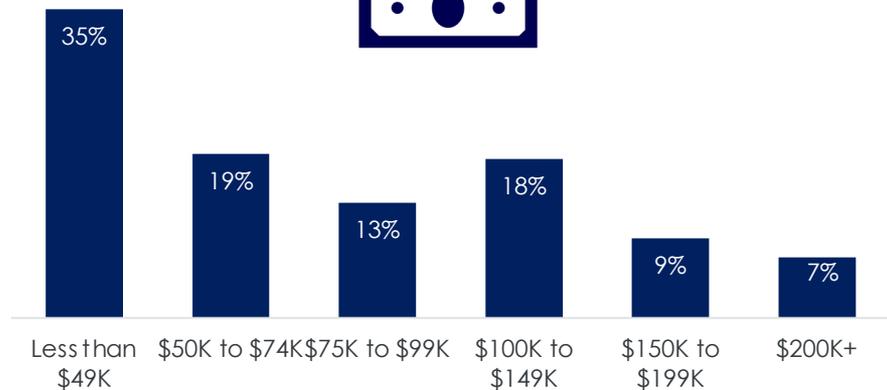
Parental Status



Ethnicity



Household Income



Respondent Overview (Continued)

Vaccinated



68%

Vaccinated

30%

Unvaccinated

2% Prefer not to say

Region



44% South



22% Midwest

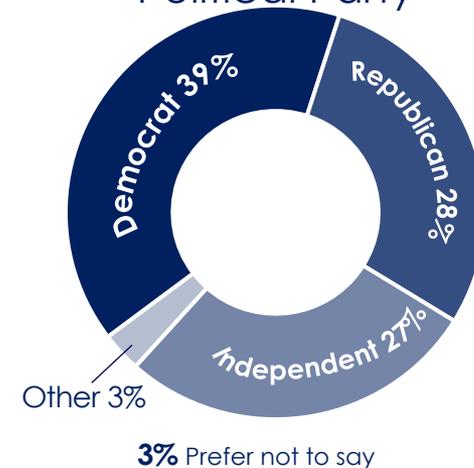


17% Northeast

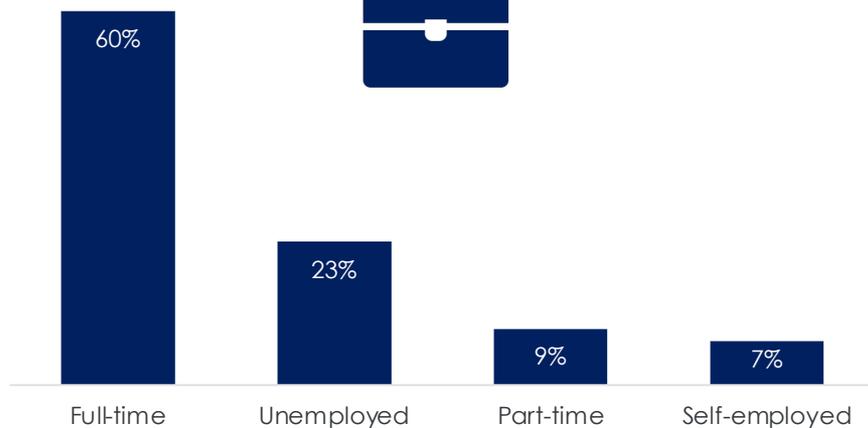


17% West

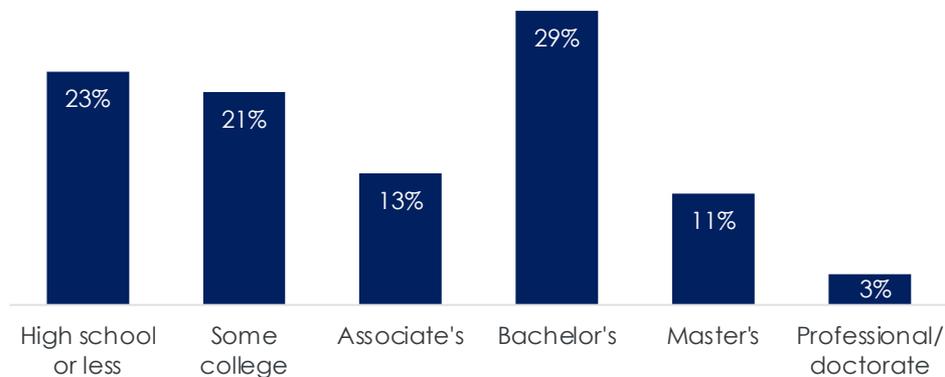
Political Party



Employment Status



Highest Level of Education



About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding, advertising, and content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.