BAROMETER December 2015

BUSINESS DATA: Welcome to the Jewellery World Barometer. Half of all retailers surveyed faired better in December 2015 than the same period last year.

Jewellery

TOP 5
Best-selling silver jewellery brands/suppliers

1 **Pandora**
2 **Thomas Sabo**
3 **La Couronne**
4 **Duraflex Group**
5 **Kailis**

TOP 5
Best-selling gold jewellery brands/suppliers

1 **Duraflex Group**
2 **Ronnie Shabtay Fine Jewellery**
3 **Montage**
4 **Mark McAskill**
5 **Searay**

TOP 5
Best-selling diamond jewellery brands/suppliers

1 **Musson**
2 **Own workshop designs**
3 **Kimberley Diamonds**
4 **Mark McAskill**
5 **Sapphire Export**

TOP 5
Best-selling jewellery products

1 **Pendants**
2 **Earrings**
3 **Charms and beads**
4 **Silver Bracelets**
5 **Watches**

Mark McAskill

Ronnie Shabtay Fine Jewellery

Skagen - 'Gitte' Ladies' Watch

Watches

TOP 5
Best-selling watch brands under $300

1 **Ice-Watch**
2 **Skagen**
3 **Citizen**
4 **Guess**
5 **Classique**

TOP 5
Best-selling watch brands from $300-$1000

1 **Citizen**
2 **Seiko**
3 **Guess**
4 **Classique**
5 **Skagen**

TOP 5
Best-selling watch brands over $1000

1 **Seiko**
2 **Classique**
3 **GC**
4 **Raymond Weil**
5 **Tag Heuer**

TOP 5
Best-selling fashion watch brands

1 **Ice-Watch**
2 **Skagen**
3 **Fossil**
4 **Bering**
5 **Lorus**

TOP 5
Best-selling watch products

1 **Fashion watches**
2 **Women's bracelet**
3 **Men's classic**
4 **Men's sports**
5 **Batteries**

Market overview

50% Better
23% Same
27% Worse

Jewellery Sales

50% Better
16% Same
34% Worse

Watch Sales

38% Better
36% Same
26% Worse

Average spend

$168

Just quickly...

Gemstones
What was your most popular gemstone?

1. Diamond
2. Sapphire
3. Citrine

Advertising
What type of advertising do you use to reach new audiences?

1. Social media
2. Local newspaper
3. Online advertisements

Retail staff
What is the first thing you look for when hiring a new employee?

1. Personal style
2. Enthusiasm
3. Experience

The Barometer is compiled from information provided by retail jewellers across Australia who participated in an online survey. 136 responses were received. Some retailers stock a combination of watches and jewellery, some only one of the sectors. The survey asked about business for the month of December 2015. Those brands and suppliers listed here received the most number of mentions. Thank you to all those who participated in the survey. If you would like to participate in our next Barometer survey, please visit www.jewelleryworld.net.au.

BAROMETER February 2016

The Jewellery World Barometer surveys retailers across Australia and New Zealand. If you would like to take part in next month's Barometer, please visit the Jewellery World website at www.jewelleryworld.net.au

BUSINESS DATA: *This month the Barometer compares February 2016 with the previous month. Most jewellers felt the market was on the up. Pandora and Thomas Sabo remain the top selling jewellery brands.*

Jewellery

TOP 5
Best-selling silver jewellery brands/suppliers

1 **Pandora**
2 **Thomas Sabo**
3 **Najo**
4 **Hamilton Hall**
5 **Ellani Collections**

TOP 5
Best-selling gold jewellery brands/suppliers

1 **Duraflex Group**
2 **Dora**
3 **Mark McAskill**
4 **Ronnie Shabtay Fine Jewellery**
5 **Millenium Chain**

TOP 5
Best-selling diamond jewellery brands/suppliers

1 **Kimberley Diamonds**
2 **Mark McAskill**
3 **Mark Milton**
4 **Sapphire Export**
5 **Own workshop designs**

TOP 5
Best-selling jewellery products

1 **Earrings**
2 **Pendants**
3 **Charms and beads**
4 **Silver Bracelets**
5 **Gold Rings**

Ellani Collections

Dora

Boccia Titanium Men's Watch

Watches

TOP 5
Best-selling watch brands under $200

1 **Skagen**
2 **Citizen**
3 **Pierre Cardin**
4 **Boccia Titanium**
5 **Guess**

TOP 5
Best-selling watch brands from $200-$500

1 **Rotary**
2 **Classique**
3 **Skagen**
4 **Citizen**
5 **Guess**

TOP 5
Best-selling watch brands over $500

1 **Classique**
2 **Hugo Boss**
3 **Rotary**
4 **Raymond Weil**
5 **Seiko**

TOP 5
Best-selling fashion watch brands

1 **Pierre Cardin**
2 **Harley Davidson**
3 **Ice-Watch**
4 **Fossil**
5 **Lorus**

TOP 5
Best-selling watch products

1 **Men's classic**
2 **Women's bracelet**
3 **Men's sports**
4 **Fashion wathces**
5 **Batteries**

Market overview

63% Better
23% Same
14% Worse

Jewellery Sales

50% Better
25% Same
25% Worse

Watch Sales

50% Better
25% Same
25% Worse

Average spend

$215

Just quickly...

Bespoke
Do you offer a bespoke service?

Yes: 50%
No: 50%

Charities
Do you sell watches or jewellery benefiting a charity?

Yes: 15%
No: 85%

Commission
Does your store offer a staff commission scheme?

Yes: 45%
No: 65%

The Barometer is compiled from information provided by retail jewellers across Australia who participated in an online survey. 211 responses were received. Some retailers stock a combination of watches and jewellery, some only one of the sectors. The survey asked about business for the month of February 2016. Those brands and suppliers listed here received the most number of mentions. Thank you to all those who participated in the survey. If you would like to participate in our next Barometer survey, please visit www.jewelleryworld.net.au.