

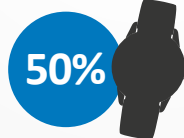
China's Luxury Watch and Jewelry E-commerce Performance in 2021

Brick-and-mortar stores are no longer the only places where Chinese consumers purchase luxury watches and jewelry. This is especially true for items in lower price bands, which were highly trending e-commerce purchases in 2021. **Here are some details we've uncovered ...**

What was the consumer appetite for watches and jewelry?



More than 50% of watch sales came from entry-level standalone watches and fashion watches priced below USD \$1.5K.



When did consumers purchase?

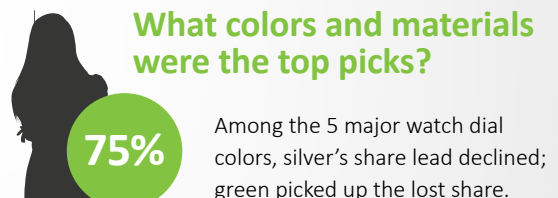
Jewelry sold most around major gift-giving events, such as:



Watch sales peaked for gift-giving events and online shopping festivals.



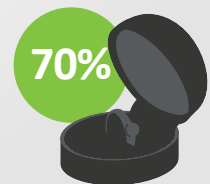
What colors and materials were the top picks?



More than 75% of silver and white color purchases were for women.



Plain (no gemstone) and diamond accounted for over 70% of total sales.



As China's luxury market evolves along with consumers' quickly changing purchase behavior, you can rely on our data and deep industry expertise to help you keep ahead of competitors.

Source: The NPD Group/China Luxury E-Commerce Tracking



If you have questions, or if we can support your business in any way, please contact Carrie Cui at +86 (21) 62753222 ext. 202 or email carrie.cui@npd.com

