

2014 Silver Jewelry Sales Results

Conducted for:



March 2015



Introduction

Silver has become an increasingly important category for many jewelers over the past several years, both in driving sales and providing margin. To determine specifics on market performance and help support the category's further growth, the Silver Promotion Service partnered with *National Jeweler* for the sixth year in a row to field a market measurement study.

Objectives

Jewelry Retailers in the US were surveyed to determine:

- How 2014 silver jewelry sales compared to 2013.
- How 2014 holiday sales for silver jewelry compared to the 2013 season.
- Which merchandise categories had the best maintained margin over the 2014 holiday season.
- What price points of silver jewelry have the greatest amount of sales.
- How silver jewelry performs compared to other categories in their store.
- Whether they increased their inventory of silver jewelry in 2014.
- Which category had the best inventory turnover rate.
- What age groups are buying the most silver jewelry and where they see their best selling opportunities with silver.
- What were the two best-selling silver styles/trends and 2014 and which will have an increased importance in 2015.
- How important silver jewelry is to their business.
- How optimistic they are that the current silver boom will continue for the next several years.

Methodology

The survey was conducted online from February 13 to March 2, 2015. The questionnaire was sent to a total of 31,751 *National Jeweler* subscribers and JANY and Couture Show registrants. As of March 3, 291 retailers had responded and form the basis for this report. Statistically, a response base of 291 respondents indicates results can be expected to be within plus or minus 5.7% at a 95% confidence level.

Executive Summary

- 67% of the jewelry retailers said their silver jewelry sales increased in 2014. 16% said their silver jewelry sales remained the same and 17% saw a decrease in sales.
- 48% said their silver jewelry sales increased between 11 and 25%. 13% saw an increase over 25%. The average increase in 2014 for silver jewelry sales was 17%.
- 61% of the jewelry retailers said their 2014 holiday season sales of silver jewelry increased over the 2013 holiday season. Twenty-two percent said their holiday season silver jewelry sales remained the same while 17% said their sales decreased.
- The following merchandise categories gave retailers the best maintained margins during the holiday season:

(Percent rating category as "best")

Silver Jewelry	43%
Diamond Jewelry	31%
Bridal Jewelry	19%
Gold Jewelry	7%
Platinum Jewelry	< 1%

- 48% said silver experienced the best inventory turnover rate in 2014; 29% said diamond, 15% bridal and 7% gold.
- The two best price points where retailers are experiencing the greatest amount of sales in silver jewelry are \$100 - \$500 (41%) and less than \$100 (53%).

Price Point Range	
More than \$1,000	1%
\$501 - \$1,000	5%
\$100 - \$500	41%
Less than \$100	53%

- Retailers said their silver jewelry sales as a percentage of their overall jewelry sales was on average 34% of their unit volume and 30% of their dollar volume. Expressed as a median, silver jewelry sales were 23% of their unit volume and 20% of their dollar sales volume.

- 67% increased their inventory of silver jewelry in 2014 an average of 25%.
- The age group buying the most silver jewelry is 20 - 40 according to 56% of the retailers. The 41 - 50 age group was second.

Over 60	1%
51-60	4%
41-50	22%
20-40	56%
Under 20	17%

- Retailers say the best-selling opportunity with silver is female self-purchase followed by gifting.

Female self-purchase	49%
Gifting	30%
Youth market	19%

- 39% said the best-selling silver style/trend in 2014 was silver and colored gemstones. 21% said plain silver and 20% said textured finishes.

Silver & colored gemstones	39%
Plain silver	21%
Textured finishes	20%
Silver & Diamonds	15%
Color treated	5%

- 38% said silver and colored gemstones will have an increased importance in their 2015 sales.

Silver & colored gemstones	38%
Plain silver	21%
Silver & Diamonds	16%
Textured finishes	15%
Color treated	11%

- 55% say silver jewelry is very important or important to their business; 31% said very important.
- 89% say they are optimistic that the current silver boom will continue for the next several years; 37% said they were very optimistic.

- 83% of the respondents are independent retailers, 4% jewelry chains, and 13% other.

- Respondents were from across the country.

New England	7%
Middle Atlantic	22%
East North Central	13%
West North Central	8%
South Atlantic	16%
East South Central	3%
West South Central	9%
Mountain	4%
West	8%
Other (Canada/across US, etc.)	10%

- 68% of the retailers operate one physical store, 20% operate two or more stores and 12% were online only.
- Annual per store sales for respondents are \$1,600,000.