

2015 Silver Jewelry Sales Results

Conducted for:



March 2016



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 seventh year in a row to field a market measurement study.

Objectives

Jewelry Retailers were surveyed to determine:

- How 2015 silver jewelry sales compared to 2014.
- How 2015 holiday sales for silver jewelry compared to the 2014 season.
- Which merchandise categories had the best maintained margin over the 2015 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 2015.
- 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 2015 and which will have an increased importance in 2016.
- 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 January 21 to March 13, 2016. The questionnaire was sent to a total of 33,555 *National Jeweler* subscribers. As of March 13, 149 retailers had responded and form the basis for this report.

Executive Summary

- 60% of the jewelry retailers said their silver jewelry sales increased in 2015. 22% said their silver jewelry sales remained the same and 18% saw a decrease in sales.
- 42% said their silver jewelry sales increased between 11 and 25%. 8% saw an increase over 25%. The average increase in 2015 for silver jewelry sales was 15%.
- 48% of the jewelry retailers said their 2015 holiday season sales of silver jewelry increased over the 2014 holiday season. Twenty-nine percent said their holiday season silver jewelry sales remained the same while 23% 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	45%
Diamond Jewelry	27%
Bridal Jewelry	16%
Gold Jewelry	9%
Platinum Jewelry	3%

- 45% said silver experienced the best inventory turnover rate in 2015; 22% said diamond, 17% bridal, 12% gold and 4% platinum.
- The two best price points where retailers are experiencing the greatest amount of sales in silver jewelry are \$100 - \$500 (42%) and less than \$100 (48%).

Price Point Range	
More than \$1,000	2%
\$501 - \$1,000	8%
\$100 - \$500	42%
Less than \$100	48%

- Retailers said their silver jewelry sales as a percentage of their overall jewelry sales was on average 35% of their unit volume and 27% of their dollar volume. Expressed as a median, silver jewelry sales were 25% of their unit volume and 16% of their dollar sales volume.

- 57% increased their inventory of silver jewelry in 2015 an average of 21%.
- The age group buying the most silver jewelry is 20 - 40 according to 58% of the retailers. The 41 - 50 age group was second.

Over 60	1%
51-60	6%
41-50	20%
20-40	58%
Under 20	15%

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

Female self-purchase	46%
Gifting	34%
Youth market	17%

- 62% say silver jewelry is very important or important to their business; 37% said very important.
- 87% say they are optimistic that the current silver boom will continue for the next several years; 46% said they were very optimistic.
- 75% of the respondents are independent retailers, 5% jewelry chains, 2% department stores and 18% other.

- Respondents were from across the country.

New England	7%
Middle Atlantic	25%
East North Central	11%
West North Central	6%
South Atlantic	17%
East South Central	2%
West South Central	4%
Mountain	4%
West	12%
Other (Canada/across US, etc.)	12%

- 65% of the retailers operate one physical store, 18% operate two or more stores and 17% were online only.
- Annual per store sales for respondents are \$1,500,000.

SPECIAL QUESTIONS:

- 25% said social media plays an important role in the consumers purchase consideration. (Respondents rating a 5 or 4 on a 5 point importance scale).
- Retailers say requests by customers and recommendation by other retailers are most important in determining whether to carry a new silver collection/brand.

(Percent rating 5 or 4 on a 5 point importance scale)

Requests by customers	78%
Recommendation by other retailers	55%
Reputation of sales representative	46%
The Brand's consumer advertising/PR	43%
The Brand's trade show presentation	31%
As seen in industry publication/articles	25%

- Price point, recommendations/referrals by sales staff and brand recognition are the most influential factors in motivating a customer to buy.

(Percent rating 5 or 4 on a 5 point influential scale)

Price point	83%
Recommendations/referrals by sales staff	62%
Brand recognition	60%
Social media	30%

- Retailers are spending 23% of their annual marketing dollars on print advertising.

Print advertising	23%
Promotions/events	19%
Online ads/website	18%
Social media	14%
Direct mail/catalogs	9%
Staff training/education	11%
Other	6%