

2018 Silver Jewelry Sales Results

Conducted for:



March 2019



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 fielded a market measurement study for the tenth consecutive year.

Objectives

Jewelry Retailers were surveyed to determine:

- How 2018 silver jewelry sales compared to 2017.
- How 2018 holiday sales for silver jewelry compared to the 2017 season.
- Which merchandise categories had the best maintained margin over the 2018 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 2018.
- 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.
- 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 25 to February 22, 2019. The questionnaire was sent multiple times to a total of 25,000 INSTORE E-subscribers via custom e-blast and the e-news bulletin. In addition, a survey link was included on instoremag.com as well as INSTORE's Facebook page. As of February 22, 2019, 159 retailers had responded and form the basis for this report.

Executive Summary

- 52% of the jewelry retailers said their silver jewelry sales increased in 2018. 27% said their silver jewelry sales remained the same and 21% saw a decrease in sales.
- 45% said their silver jewelry sales increased between 11 and 25%. 13% saw an increase over 25%. The average increase in 2018 for silver jewelry sales was 16%.
- 47% of the jewelry retailers said their 2018 holiday season sales of silver jewelry increased over the 2017 holiday season. 29% said their holiday season silver jewelry sales remained the same while 24% 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	40%
Diamond Jewelry	23%
Bridal Jewelry	17%
Gold Jewelry	15%
Platinum	5%

- 51% said silver experienced the best inventory turnover rate in 2018; 22% said diamond, 14% bridal and 12% gold.
- The two best price points where retailers are experiencing the greatest amount of sales in silver jewelry are less than \$100 (53%) and \$100 - \$500 (41%).

Price Point Range

More than \$1,000	3%
\$501 - \$1,000	3%
\$100 - \$500	41%
Less than \$100	53%

- Retailers said their silver jewelry sales as a percentage of their overall jewelry sales were on average 24% of their unit volume and 18% of their dollar volume. Expressed as a median, silver jewelry sales were 15% of their unit volume and 10% of their dollar sales volume.
- 59% increased their inventory of silver jewelry in 2018 an average of 32%.

- The age group buying the most silver jewelry is 20 - 40 according to 47% of the retailers. The 41-50 age group was second.

Over 60	1%
51-60	5%
41-50	23%
20-40	55%
Under 20	16%

- Retailers said the best-selling opportunities with silver are gifting (38%) and female self-purchase (37%), while 23% said millennials and 2% said bridal party/bridal gifts or other.
- 52% said silver jewelry is very important or important to their business; 29% said very important.
- 84% of the retailers are optimistic that the current silver boom will continue for the next several years; 40% said they were very optimistic.
- 99% of the respondents are independent retailers and 1% jewelry chains.
- Respondents were from across the country.

New England	9%
Middle Atlantic	18%
East North Central	14%
West North Central	8%
South Atlantic	19%
East South Central	3%
West South Central	11%
Mountain	7%
West	11%

- 90% of the retailers operate one physical store, 6% operate two or more stores and 4% were online only.
- Annual per store sales for respondents are \$1,161,318.