

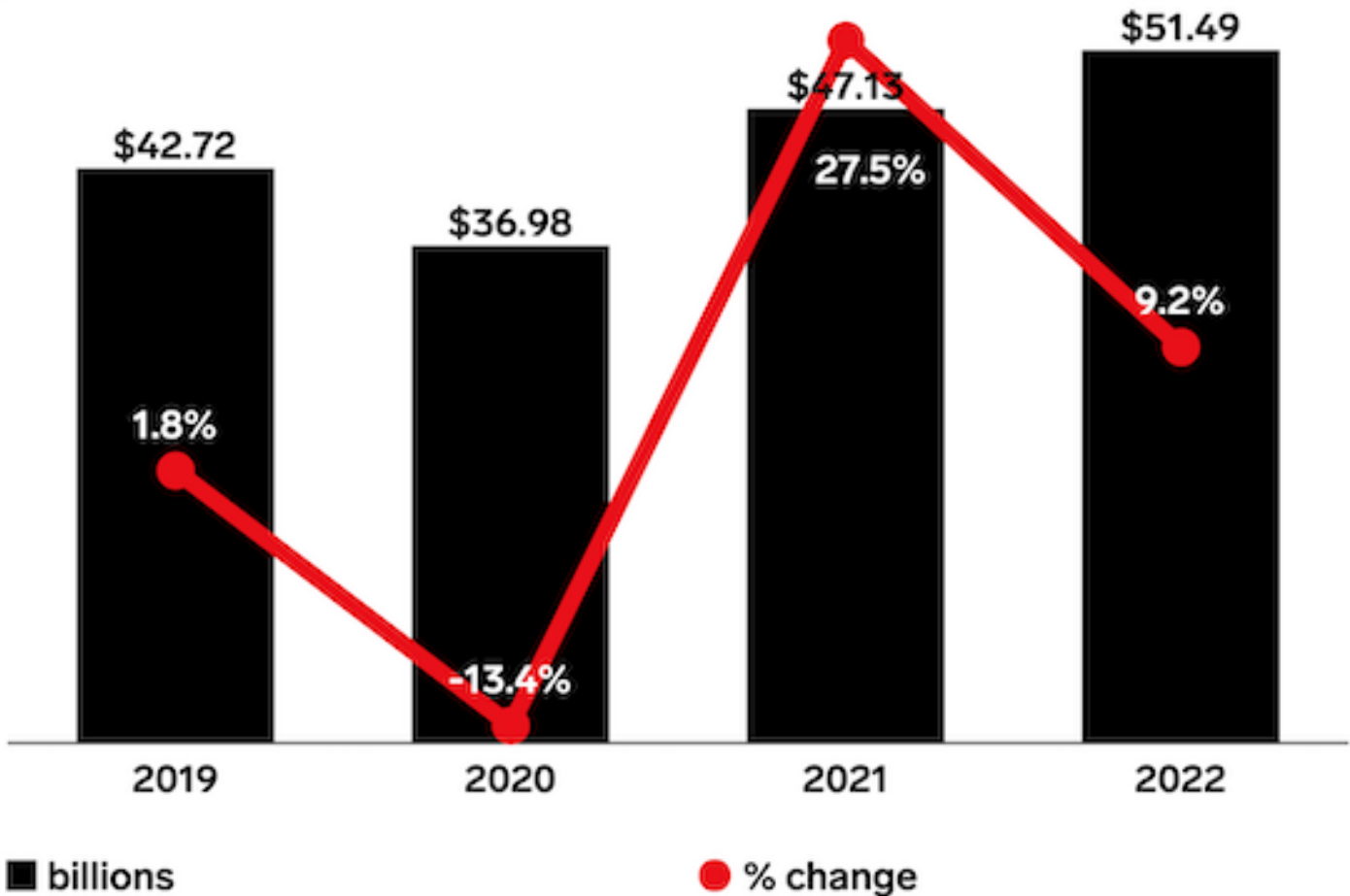
US jewelry sales rebound in 2021 after a decline in 2020

Article

The forecast: US jewelry sales grew **27.5%** in 2021 to reach **\$47.1 billion**, making up **8.8%** of the apparel and accessories category. This followed a **13.4%** decline in 2020.

US Jewelry Retail Sales

billions, % change



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales. eMarketer benchmarks its retail sales figures against US Department of Commerce data for which the last full year measured was 2020.

Source: eMarketer, February 2022

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[InsiderIntelligence.com](https://www.insiderintelligence.com)

Dive deeper:

- Lower gold prices, rising disposable incomes, and weddings that were delayed to 2021 and 2022 spurred most of the growth.

- During the Cyber Five, jewelry sales rose by **32%**, according to Mastercard's SpendingPulse.
- US ecommerce sales of jewelry rose **88.6%**, comprising **18.2%** of jewelry sales.