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Mass appeal and rising income to boost the Gems and Jewellery market in India, finds Netscribes

Netscribes (India) Pvt. Ltd., launches a report on the Gems and Jewellery market in India 2010 as part of Netscribes' Consumer Goods report series.

Mumbai, India – May 28, 2010 – Netscribes (India) Pvt. Ltd., a knowledge consulting solutions company, announces the launch of its Gems and Jewellery Market in India 2010 report. Growing consumer spending and increasing government's support is helping this sector expand.

The report begins with an introduction to the gems and jewellery (G&J) sector existent in India with a brief description of all the sub segments. It provides information regarding the prime destinations for G&J in India and their involvement in the value chain. The overview section indicates the total market size and growth, the segmentation of the jewellery market, the export and the import structure of the industry in India.

An analysis of the drivers explain the factors for growth of the industry including mass appeal and growing income among households, low cost and abundance of skilled labour, growing use of high-end technology, advantages of SEZs, changing consumer perceptions and preferences, and growing training institutes. The key challenges identified encompass rising gold prices, competition from unorganized players, dependence on raw material import and emerging threat from other countries. Key trends identified include the growth in organized retail space, aggressive marketing and advertising, large scale shows and exhibitions, domestic players acquiring foreign companies, investments from PE firms and corporate houses entering the market. The major government bodies regulating this sector have been described and the policies adopted by the government have also been analyzed including industrial policy, FDI policy, Kimberley certification process and hallmarking. The key initiatives of the government identified include tax benefits, import duty relaxations, provisions for exports and other initiatives.

The competition section provides an overview of the competitive landscape in the industry illustrating the share of organized and unorganized players. It also includes a detailed profile of the major players in the market including their financials and expansion plans. The key developments in the sector have also been highlighted.

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About Netscribes (India) Pvt. Ltd.

Netscribes (www.netscribes.com) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business & corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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