



Euromonitor
International

Jewellery in the Netherlands

March 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing demand for affordable and fashionable products drives sales of jewellery

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Affordable products and influencers drive growth for costume jewellery

Chart 2 - Manufacturers Look for Influencers to Endorse Their Brands

Local production, designs and concept fuel consumer demand for challenger brands

Chart 3 - Dutch Brands Favoured by Consumers in the Netherlands

WHAT'S NEXT?

Influencers and affordable products set to drive sustained growth

Retail e-commerce expected to continue gaining share as consumer habits shift online

Men and children likely to emerge as new consumer bases

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Fragmentation among emerging players and established leaders

CHANNELS

Jewellery and watch specialists remains the largest channel despite e-commerce rise

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in the Netherlands - Industry Overview](#)

EXECUTIVE SUMMARY

Affluent consumers and digital trends drive growth for personal accessories

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Smaller Dutch brands gain traction among consumers

Chart 6 - Segmented Marketing on Social Media Platforms Boosts Brand Recognition

Influencers and social media drive demand for luxury personal accessories

Chart 7 - Social Media Impacts Demand for Luxury Accessories

Market polarisation affects value growth of personal accessories

Chart 8 - Dutch Consumers Approach Spending with Caution Amid Economic Uncertainty

WHAT'S NEXT?

Manufacturers to target emerging consumer groups and market polarisation set to continue

Retail e-commerce expansion to continue alongside investment in flagship stores

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Global brands maintain their lead through sustained marketing and product development

CHANNELS

Specialist stores lead sales of personal accessories despite growth for retail e-commerce

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in the Netherlands 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in the Netherlands 2025

Chart 13 - Consumer Landscape in the Netherlands 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/jewellery-in-the-netherlands/report.