Get a sneak peek at exclusive insights from this year’s survey of the jewelry industry—including our Jewelry Industry Confidence Index—brought to you by JCK, the industry authority.

INTERESTED IN RECEIVING THE FULL SURVEY RESULTS?

To gain insight into the current state of the industry and forecasted trends for the year ahead, visit jcklasvegas2019.com/industry surve y to download the full report.

METHODOLOGY

We once again engaged MRI-Simmons to conduct a survey of jewelry professionals, ultimately gathering data from 529 respondents and posing many of the same questions we’d put to the industry in our first study. We made some topical additions, notably focusing on questions about the industry view of lab-grown diamonds. Recruitment for this study was accomplished by email invitations sent by JCK to roughly 50,000 people from 11 distinct email lists that include jewelry professionals from across JCK’s print magazine (JCK magazine), website (JCKonline.com), email newsletters (e.g., JCK News Daily), prominent industry events (e.g., JCK Las Vegas), and JCK’s social media presence (including Facebook, Instagram, and Twitter accounts). Survey recruitment also extended to display ads and social media promotion.

As an incentive to complete the survey, readers were offered a chance to enter a sweepstakes to win one of five $100 Amazon gift cards. The study closed on February 20.

Means were computed using the actual values reported by respondents in open-ended questions and the midpoint of values in closed-ended questions. For the bottom range, this midpoint was used (e.g., less than 10 = 4.5); for the top range the lower limit of the range was used (e.g., 50 or more = 50).

Medians were computed using a summation process to reach the value at which 50 percent of the responses were higher and 50 percent were lower. With grouped data, the median value was calculated by taking the required proportion of the range within which the median value (50 percent) fell.
PUTTING THE “CONFIDENCE” IN THE JCK JEWELRY INDUSTRY CONFIDENCE INDEX

Optimism about our future is more than a theory:
By a margin of over six to one, jewelry professionals are upbeat about consumer confidence and economic growth.

This year JCK celebrates 150 years of reporting on the jewelry industry, which says something about the value of our journalism, but even more about the importance and staying power of this unique industry. In 2019, jewelry professionals face the same unpredictable economic landscape as other business sectors. From technology-driven disruption and fast-changing consumer trends to political turbulence—this is a moment when a time-honored business must do more than rely on past success to guarantee its future.

How do jewelry industry professionals feel about the prospects for their own businesses in the year ahead? As a matter of fact, they feel pretty good. Our study reveals that jewelry professionals are feeling positive about several things... Our study reveals that jewelry professionals are feeling positive about several things... Our study reveals that jewelry professionals are feeling positive about several things...

Our study reveals that jewelry professionals are feeling positive about several things...

59%
Optimistic about the state of the general economy

44%
Report the economy is better now than it was a year ago (versus 20% who say it’s worse)

38%
Forecast more favorable conditions in the upcoming year

One great example is the industry’s view of the larger economy. Our eyebrows were raised when looking at how respondents described their views on commerce in general, trade, and regulation. Do you think you can guess how perspectives changed from 2018 to 2019? You might be surprised.

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TRENDS TO KNOW

When it comes to strategies to meet business challenges in the coming year, Improving the In-Store Buying Experience lost ground—compared to last year, with only 13 percent of those surveyed ranking it as their top approach, compared to 42 percent in 2018. Top strategies show industry professionals embracing new media tactics as an answer to digital disruption. But read the report to learn why the new top strategy may be riskier than it seems. New legislation could change the rules of the digital game yet again, and jewelry industry professionals need a backup plan. The report delves into another tech-driven change poised to impact the jewelry industry: lab-grown diamonds. Can you guess how important lab-grown diamonds are to you and your business?

STRATEGIES FOR SUCCESS

We put the key questions to the industry again: What’s selling? What’s trending? What’s next? When it comes to the three most popular trends identified by the industry for 2019, Alternative Engagement Rings and Layering held their 2018 spots at number one and two on the list. But which newcomer crashed the gate to take third place? And how much staying power did Pantone’s 2018 color of the year, Ultra Violet, have?

We posed a few new questions this year, seeking to improve our understanding of trends, explore how industry professionals are investing in their businesses, and get more revealing insights into customer behavior. For example, the 2019 survey explored what generates the most customer requests (number one: custom-made pieces) and what topics drive the most concerns. Repairs stand out among all replies tracking what’s on the customer’s mind—but do you know why? The 2019 JCK State of the Jewelry Industry Report will tell you.

TREND REPORT

Alternative engagement rings and layering are still #1 and #2. Which newcomer has jumped up and become the #3 most popular trend?

We’re confident that the shifting priorities and perceptions identified in the 2019 JCK State of the Industry Report have given us a guide to the timeliest subjects affecting jewelry industry professionals today. Don’t miss the chance to see the road ahead and lock in the path to success in the jewelry industry in the coming years.