# South America Jewelry Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Luxury Goods, Jewelry & Watches (Consumer Goods & Services)
> **Source:** [https://www.mordorintelligence.com/industry-reports/south-america-jewelry-market](https://www.mordorintelligence.com/industry-reports/south-america-jewelry-market)
> **Scraped Date:** 2026-09-17

## Executive Market Summary

| Market Metric | Details |
| :--- | :--- |
| **Base Market Size** | USD 6.34 billion |
| **Projected Forecast (2031)** | USD 6.34 billion |
| **Growth Rate (CAGR)** | 5.15 % |
| **Largest Market Region** | N/A |
| **Fastest-Growing Region** | N/A |

## Market Visualizations & Infographics

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![Major players in South America Jewelry industry](images/chart_2.png)

![South America Jewelry Market Size](images/chart_3.png)

![South America Jewelry Market Share by Product Type, 2025](images/chart_4.png)

![South America Jewelry Market Share by Category, 2025](images/chart_5.png)

![South America Jewelry Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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## Comprehensive Research Analysis

### Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 6.03 Billion |
Market Size (2026) | USD 6.34 Billion |
Market Size (2031) | USD 8.15 Billion |
Growth Rate (2026 - 2031) | 5.15 % |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order



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### Market Overview

South America Jewelry Market Analysis by Mordor IntelligenceThe South America jewelry market was valued at USD 6.03 billion in 2025 and is estimated to increase from USD 6.34 billion in 2026 to USD 8.15 billion by 2031, registering a CAGR of 5.15% during the forecast period (2026-2031). Demand for jewelry remains supported by its role in personal adornment, cultural and ceremonial occasions, gifting, and wealth preservation, enabling the market to cater to consumers across different income groups. Brazil continues to serve as the region’s primary commercial hub, supported by its large consumer base and established retail infrastructure, while Argentina is witnessing a gradual recovery in jewelry demand as financial conditions stabilize. Rising gold and silver prices are increasing the value of fine jewelry; however, elevated prices are also constraining purchase volumes among price-sensitive consumers. Consequently, consumers are increasingly seeking lighter-weight designs, alternative materials, and more affordable jewelry formats, whereas affluent buyers continue to favor premium, high-value, customized, and personalized products.

Key Report Takeaways* By product type, rings held 27.08% of the South America jewelry market share in 2025, while necklaces are forecast to grow at a 6.43% CAGR through 2031.
* By material, precious metals accounted for 67.43% of the South America jewelry market share in 2025, while base metals are projected to expand at a 6.01% CAGR through 2031.
* By category, fine jewelry accounted for 57.48% of revenue in 2025, while costume jewelry is forecast to grow at a 6.53% CAGR through 2031.
* By end user, adults accounted for 93.11% of revenue in 2025, while the kids segment is projected to grow at a 6.45% CAGR through 2031.
* By distribution channel, offline retail stores held 73.07% of revenue in 2025, while online retail stores are forecast to grow at a 6.11% CAGR through 2031.
* By country, Brazil held 45.29% of revenue in 2025, while Argentina is forecast to expand at a 6.58% CAGR through 2031.

### Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of South America Jewelry Market*

| Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
|---|---|---|---|
| Tourism-driven jewelry purchases | +0.6% | Concentrated gains in Brazil, Colombia, Chile, and Argentina | Short term (≤ 2 years) |
| Rising adoption of lab-grown diamonds and alternative materials | +0.5% | Early adoption concentrated in Brazil and Argentina | Medium term (2–4 years) |
| Strong cultural and ceremonial significance of jewelry | +0.8% | Brazil | Long term (≥ 4 years) |
| Expansion of affordable luxury and fashion jewelry | +0.7% | Brazil, Colombia, Chile; spill-over to Peru and Argentina | Medium term (2–4 years) |
| Growing interest in sustainable and ethically sourced jewelry | +0.4% | Stronger in urban Brazil and Colombia | Long term (≥ 4 years) |
| Expansion of branded retail and modern shopping centers | +0.9% | Brazil, Colombia, Chile, Argentina | Medium term (2–4 years) |

Source: Mordor Intelligence |

### Competitive Landscape

Competitive Landscape

The South America jewelry market remains highly fragmented, with global luxury groups, regional retail chains, direct-selling companies, independent jewelers, and artisan producers competing across multiple price segments. Key participants include Vivara Participações S.A., HStern Indústria e Comércio S.A., Manoel Bernardes S.A., Pandora A/S, and LVMH Moët Hennessy Louis Vuitton SE. These companie s compete through brand positioning, product innovation, store networks, and customer service capabilities. The presence of numerous local and specialized players limits market concentration across the region. Consequently, no single company holds a dominant position across all jewelry categories and consumer price points.

Regional and international companies are strengthening their market presence through store expansion, multi-brand strategies, digital retail investments, and diversified product offerings. Vivara serves premium and accessible jewelry consumers through its Vivara and Life brands, enabling it to address different customer preferences. Pandora continues to broaden its portfolio beyond its core charm-based jewelry range, while expanding its retail and online presence. LVMH competes in the luxury segment through brands such as Tiffany & Co. and Bulgari. Meanwhile, established Brazilian companies, including HStern and Manoel Bernardes, leverage strong brand recognition and heritage to retain their regional customer bases.

The fragmented market structure provides opportunities for emerging brands, online-first companies, and niche jewelry producers to serve underserved consumer segments. Low-cost international e-commerce platforms and counterfeit products are intensifying price competition, particularly within the affordable and fashion jewelry categories. However, growth opportunities persist in men's jewelry, children's jewelry, personalized products, and brands promoted through social commerce channels. Consumers increasingly value authenticity, distinctive designs, ethical sourcing, and convenient purchasing experiences. Therefore, established players are expected to prioritize experiential retail, omnichannel strategies, product differentiation, and brand trust to reinforce their competitive positions.

South America Jewelry Industry Leaders* Vivara Participações S.A.

* HStern Indústria e Comércio SA

* Manoel Bernardes S.A.

* Pandora A/S

* LVMH Moët Hennessy Louis Vuitton SE

* *Disclaimer: Major Players sorted in no particular order


### Component Component 3 Scope Of The Report Bottom

South America Jewelry Market Report ScopeJewelry includes decorative items used for personal adornment, gifting, and fashion, made from precious metals, base metals, and mixed materials. The South America Jewelry Market is segmented by product type into rings, necklaces, earrings, bracelets, chains and pendants, and other products; by material into precious metals, base metals, and mixed materials; by category into fine and costume jewelry; by end user into children and adults; and by distribution channel into online and offline retail stores. The market covers Brazil, Argentina, Colombia, Chile, Peru, Venezuela, and the Rest of South America. Market forecasts are presented in terms of value (USD).

By Product TypeRings |
Necklaces |
Earrings |
Bracelets |
Chains and Pendants |
Others |

### Segmentation Accordion Item

By CountryBrazil |
Argentina |
Colombia |
Chile |
Peru |
Venezuela |
Rest of South America |

## Frequently Asked Questions

#### What is the projected value of the South America jewelry market by 2031?

The South America jewelry market is forecast to reach USD 8.15 billion by 2031, rising from USD 6.34 billion in 2026 at a 5.15% CAGR.

#### Which South American country leads jewelry sales?

Brazil led regional revenue with a 45.29% share in 2025, supported by its branded retail network, high-income consumer base, and domestic gemstone supply.

#### Which jewelry product type has the largest share in South America?

Rings led product revenue with a 27.08% share in 2025, supported by bridal, engagement, and gifting traditions.

#### What material is gaining the most demand in South American jewelry?

Base metals are forecast to grow at a 6.01% CAGR through 2031 as higher gold prices increase demand for plated and mixed-material pieces.