



Jewellery in Canada

February 2026

Table of Contents

Jewellery in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Fine jewellery dominates value sales as lab-grown diamonds enter the mainstream

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Lab-grown diamonds influence value sales growth in jewellery

Chart 2 - Ecksand is Gaining Recognition in Lab-Grown Diamonds

Sustainable jewellery becoming an important differentiating tool

Chart 3 - Canadian-Based Mejuri Expands Salmon Gold Collection

Local jewellery capitalises on the rising "Buy Canada" sentiment

Chart 4 - Lisa Gozlan Jewellery Opens New Store at Yorkdale

WHAT'S NEXT?

Sustainability will continue shaping jewellery development over the forecast period

Competition in fine jewellery is expected to intensify as new law comes into effect

The adoption of AI-tool in jewellery will transform customisation

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Jewellery landscape remains highly fragmented

CHANNELS

Offline retail continues to lead despite rising demand for online offerings

Retaining an omnichannel strategy with further outlet expansion ahead

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Canada - Industry Overview](#)

EXECUTIVE SUMMARY

Growth drivers, consumer trends, and strategic outlook

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation continues to widen despite stable economy

Chart 7 - Luxury Timepieces Brand Roger Dubuis Expands in Canada

Sustainability drives demand for eco-friendly products

Chart 3 Ecksand - Strengthens Ethical Luxury Footprint with the Opening of a New Yorkville Boutique

The growing resale and rental market is affecting primary sales of luxury goods

Chart 8 - Canadian Resale Platform Luxe Du Jour is Looking to Expand its Presence

WHAT'S NEXT?

Luxury brands to drive growth as high-income consumers rise

Sustainability set to enter the mainstream due to consumers' expectations

Chart 9 - Analyst Insight

Omnichannel retailing to become increasingly important

COMPETITIVE LANDSCAPE

Global luxury brands retain the lead despite challenging operating environment

CHANNELS

Offline retail continues to lead despite declining share

Retail e-commerce drives sales with convenience and financing options

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Canada 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Canada 2025

Chart 13 - Consumer Landscape in Canada 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-canada/report.