

INDUSTRY OVERVIEW

The information and statistics set out in this section and other sections of this document were extracted from the industry report commissioned by us and independently prepared by Frost & Sullivan, in connection with the [REDACTED]. In addition, certain information is based on, or derived or extracted from, among other sources, publications of different government authorities and internal organisations, market statistics providers, communications with various PRC government agencies or other independent third-party sources unless otherwise indicated. We believe that the sources of such information is appropriate source for such information and have taken reasonable care in extracting and reproducing such information. We have no reason to believe that such information is false or misleading or that any fact has been omitted that would render such information false or misleading. The information from official government sources has not been independently verified by us, the Sole Sponsor, the [REDACTED], [REDACTED], [REDACTED], [REDACTED], [REDACTED], the [REDACTED], the [REDACTED], any of their respective directors, advisers and affiliates, or any other person or parties involved in the [REDACTED], and no representation is given as to their accuracy.

SOURCE OF INFORMATION

In connection with the [REDACTED], we have engaged Frost & Sullivan to conduct a detailed analysis and prepare a market research report on the jewellery market and handbag market in the PRC. Frost & Sullivan is an independent global market research and consulting company which was founded in 1961 and is based in the U.S. Services provided by Frost & Sullivan include market assessments, competitive benchmarking, and strategic and market planning for a variety of industries. The agreed fee paid to Frost & Sullivan for the preparation and use of the Frost & Sullivan Report is RMB400,000. The payment of such amount was not contingent upon our successful [REDACTED] or on the results of the Frost & Sullivan Report. Except for the Frost & Sullivan Report, we did not commission any other market research report in connection with the [REDACTED]. We have included certain information from the Frost & Sullivan Report in this document because we believe such information facilitates an understanding of the gold jewellery market for [REDACTED]. Unless otherwise indicated, market estimates or forecasts in this section represent Frost & Sullivan’s view on the future development of the gold jewellery market.

In preparing the Frost & Sullivan Report, Frost & Sullivan has relied on its in-house database, independent third-party reports, and publicly available data from reputable industry organisations. Where necessary, Frost & Sullivan contacts companies operating in the industry to gather and synthesise information in relation to the market, prices, and other relevant information. Frost & Sullivan has exercised due care in collecting and reviewing the information so collected and believes that the basic assumptions used in preparing the Frost & Sullivan Report, including those used to make future projections, are factual, correct, and not misleading. Frost & Sullivan has independently analysed the information, but the accuracy of the conclusions of its review largely relies on the accuracy of the information collected. In compiling and preparing the research, Frost & Sullivan assumed that the social, economic, and political environments in the relevant markets are likely to remain stable in the forecast period, which ensures the stable and healthy development of the gold jewellery market and handbag market. In addition, Frost & Sullivan has developed its forecast on the following bases and assumptions: (i) the economy in the global range is likely to maintain stable growth in the next decade, and (ii) the jewellery market and handbag market are expected to grow based on the macroeconomic assumptions of the economy. Frost & Sullivan’s research may be affected by the accuracy of these assumptions and the choice of these primary and secondary sources. Except as otherwise noted, all data and forecasts in this section come from the Frost & Sullivan Report.

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OVERVIEW OF JEWELLERY MARKET

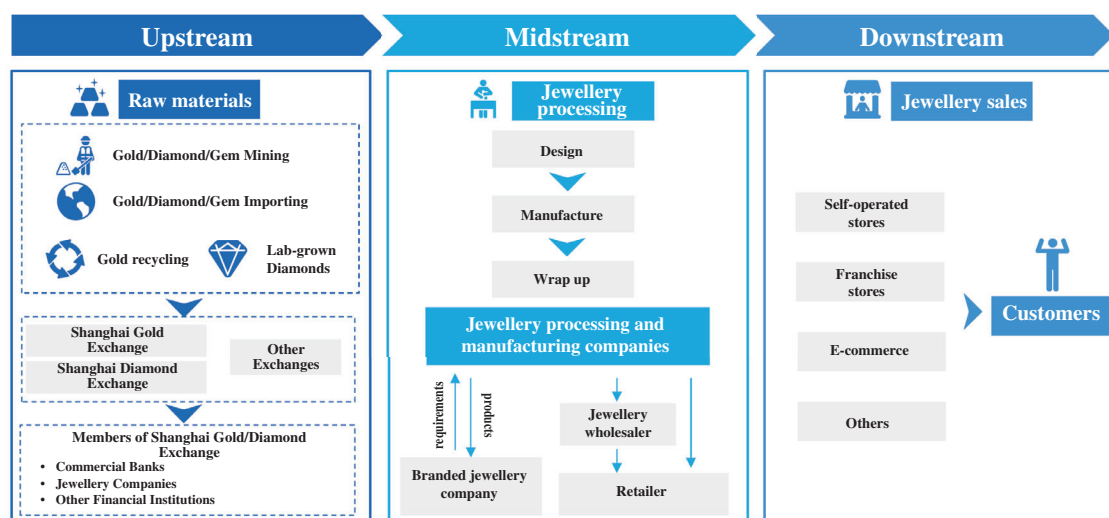
Jewellery refers to decorative items made primarily from precious metals and gemstones, crafted through processes such as design, fabrication, and setting. Jewellery serves not only as an accessory but also as a cultural symbol and an investment asset, widely used in occasions such as weddings, gifting, and fashion styling.

Based on materials, jewellery can be categorised into gold jewellery and fashion jewellery. Gold jewellery refers to ornaments made primarily of gold, including pure gold and K gold pieces, such as necklaces, rings, and bracelets, without additional decorative materials. Fashion jewellery, on the other hand, includes pieces made from a variety of materials, such as diamonds, gemstones, pearls, and jade.

Value Chain of Jewellery Market in the PRC

The upstream segment of the jewellery industry involves the sourcing of raw materials, including the mining and importing of gold, diamonds, and other gemstones. It also includes gold recycling and the production of lab-grown diamonds. Gold and diamonds are typically traded among industry participants on platforms such as the Shanghai Gold Exchange and the Shanghai Diamond Exchange. The midstream segment primarily consists of branded jewellery companies and jewellery processing and manufacturing firms. Branded jewellery companies handle design, procurement, sales, and brand management, while jewellery processing and manufacturing firms often operate as original equipment manufacturers (OEMs) for branded jewellery companies, supplying products to wholesalers and retailers. The downstream segment encompasses jewellery sales through various distribution channels, including self-operated stores, franchise stores, e-commerce platforms, and other retail outlets.

Value Chain of Jewellery Market in the PRC



Source: Frost & Sullivan

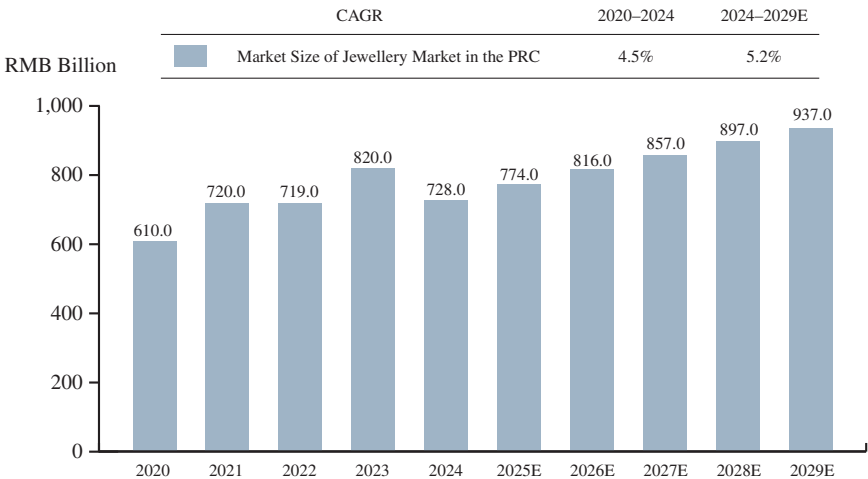
Market Size of Jewellery Market in the PRC

From 2020 to 2024, the market size of jewellery market in the PRC expanded from RMB610.0 billion to RMB728.0 billion, registering a CAGR of 4.5%. 2024 recorded a temporary pullback from the 2023 level, primarily reflecting softer household sentiment and more cautious discretionary spending under a weaker macro environment. In addition, the strong post-pandemic rebound in 2023 created a high comparison base, which magnified the year-on-year decline in 2024. By 2029, the market size is projected to reach RMB937.0 billion, with an accelerated CAGR of 5.2% from 2024 to 2029. Key growth drivers include the continued rise of the Guochao trend, which blends traditional Chinese culture

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with modern design, and is recognised as an industry-recognised term reflecting the integration of cultural confidence and contemporary aesthetics, as well as increasing consumer demand for personalised and affordable luxury jewellery. Brands are also strengthening youth-oriented strategies and enhancing digital engagement through live-streaming, social commerce, and short-video platforms. These digital channels are enabling closer interaction with consumers and driving robust online sales. Backed by consumption upgrades, enhanced brand value, and the integration of online and offline retail formats, the industry is moving steadily toward premiumization and differentiation, supporting its long-term growth.

Market Size of Jewellery Market in the PRC, by Sales Revenue, 2020–2029E



Source: Gems & Jewellery Trade Association of China, Frost & Sullivan

Market Drivers of Jewellery Market in the PRC

Self-Rewarding Demand Drives Jewellery Consumption

As consumer spending power increases, the concept of self-rewarding consumption has gained significant traction, particularly among younger generations. With the increasing life quality, jewellery is no longer just a symbol of wealth or a ceremonial item but has become an expression of personal style and individuality. Consumers are more willing to purchase jewellery for everyday wear, self-gifting, and emotional value rather than solely for investment or traditional gifting purposes. This shift in consumer mindset has contributed to the steady growth of China’s jewellery market, with brands adapting their marketing strategies to appeal to self-rewarding buyers.

Guochao Culture Fuels Innovation in Jewellery Design

The rise of “Guochao” (China-Chic) culture has significantly influenced the jewellery industry, driving innovation in design and brand storytelling. Consumers, particularly younger demographics, are increasingly drawn to jewellery pieces that incorporate traditional Chinese elements, such as ancient craftsmanship, cultural motifs, and auspicious symbols. Government departments such as the Ministry of Culture and Tourism and the Ministry of Industry and Information Technology have launched initiatives including the “Guochao Brand Campaign,” “Chinese Cultural Symbol Project,” and “China Brand Day” to promote the commercialization and innovation of China-Chic products, further reinforcing this trend. According to the Tmall Guochao Report 2024, sales of Guochao-related brands on the platform increased by over 30% year-on-year, with more than 70% of purchases contributed by consumers aged below 35, demonstrating strong and sustainable demand from younger generations. This trend has

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encouraged domestic jewellery brands to explore creative designs inspired by Chinese heritage, blending classical aesthetics with contemporary styles. As a result, Guochao culture has strengthened the competitiveness of local brands, fostering a unique identity within the global jewellery market.

Advancements in Jewellery Processing Techniques

Technological progress in jewellery processing has greatly enhanced the quality, precision, and efficiency of production. Innovations such as 3D printing, laser engraving, and advanced gemstone setting techniques have allowed for more intricate and refined designs, meeting the evolving preferences of consumers. Additionally, improvements in metal refining and gemstone treatment processes have expanded the range of available materials, enabling brands to offer diverse and high-quality products at competitive prices. These advancements not only drive the growth of the jewellery industry but also elevate China’s position in the global jewellery manufacturing sector.

Future Trends of Jewellery Market in the PRC

More Personalised and Fashion-Forward Original Design

As consumer tastes diversify, the PRC jewellery market is shifting toward originality, personalization, and fashion-forward design, with classic jewellery increasingly incorporating modern aesthetics, bold styles, and customizable elements. Younger consumers in particular prefer pieces that express individuality, lifestyle, and cultural identity rather than serving purely as status or investment symbols, making original design a key differentiator in a highly competitive market and strengthening brand loyalty for brands with strong design capabilities. This trend is driving experimentation with innovative materials, asymmetrical forms, and artistic craftsmanship, while customization services such as engraving, birthstone selection, and modular jewellery are gaining popularity by offering a more interactive and personal shopping experience.

Younger Consumer Demographics

The PRC’s jewellery consumer base is getting younger, with millennials and Gen Z becoming key drivers of market growth. According to the World Gold Council, consumers aged 18–34 accounted for over one-third of China’s gold jewellery sales in 2024, showing strong interest in pure-gold pieces and culturally inspired designs. Unlike prior generations that mainly bought jewellery for weddings, special occasions, or investment, younger buyers view jewellery as personal style and self-expression, are influenced by social media, celebrity endorsements, and digital campaigns, and engage through online platforms, livestream shopping, and interactive brand experiences, prompting brands to strengthen digital engagement, work with influencers, and develop affordable luxury collections that combine quality with trend-driven design.

OVERVIEW OF CLASSIC GOLD JEWELLERY MARKET

Classic gold jewellery refers to decorative accessories such as rings, necklaces, earrings, and bracelets made from pure gold with a purity of 99% or higher, and it is primarily categorized by processing techniques, including regular gold jewellery, heritage gold jewellery, and hard gold jewellery, with pricing mainly based on gold weight plus processing and labour costs. In this market, brands are a key driver of consumer preferences and trends, as brand value shapes perception and loyalty, while established players leverage reputation to launch appealing collections and rely on well-developed supply chains to secure high-quality raw materials at competitive prices and support efficient production.

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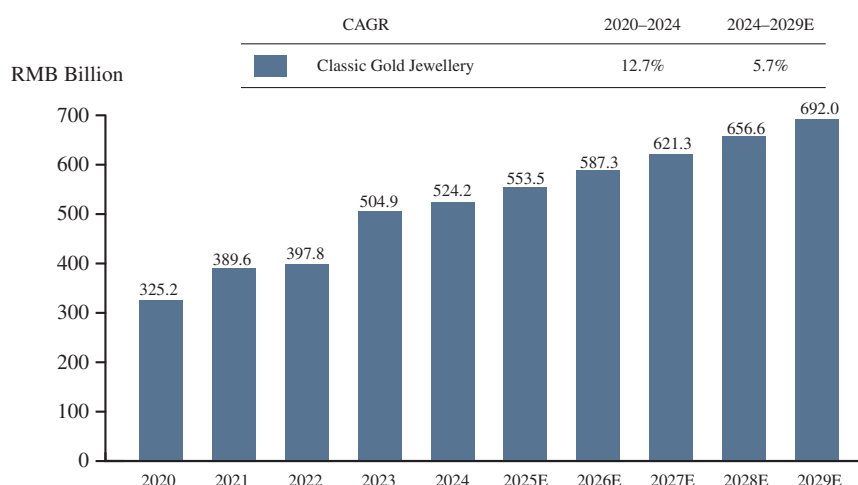
Market Size of Classic Gold Jewellery Market in the PRC

The market size of classic gold jewellery market in the PRC has experienced growth, escalating from RMB325.2 billion in 2020 to RMB524.2 billion in 2024, marking a CAGR of 12.7%.

From 2024 to 2029, the market size of classic gold jewellery market is forecasted to continue expanding at a steady pace, with an anticipated CAGR of 5.7%, reaching RMB692.0 billion by 2029.

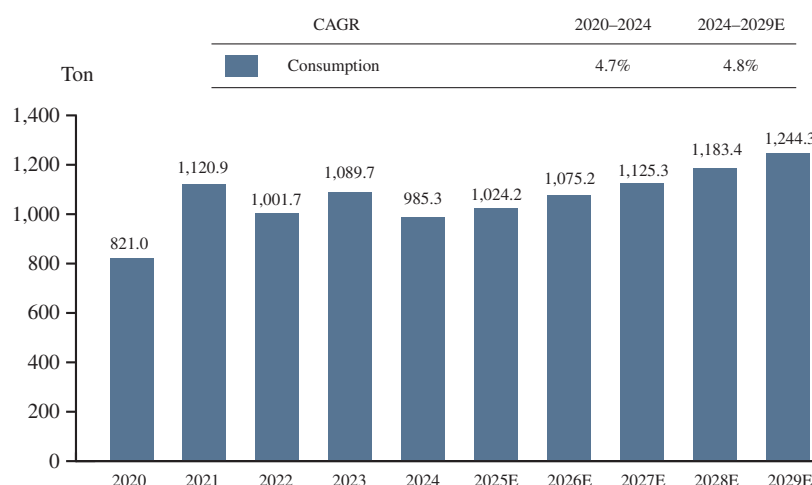
The 12.7% CAGR from 2020 to 2024 was high because gold prices rose sharply and brands expanded stores and online sales quickly, pushing up overall sales. Looking ahead, with gold prices assumed to be broadly stable, store openings slowing, and the base price of gold much higher, growth moderates to a sustainable 5.7% CAGR in 2024 to 2029, mainly supported by steady everyday purchases.

Market Size of Classic Gold Jewellery Market in the PRC, by Sales Revenue, 2020–2029E



Source: Gems & Jewellery Trade Association of China, China Gold Association, Frost & Sullivan

Consumption of Gold in the PRC, 2020–2029E



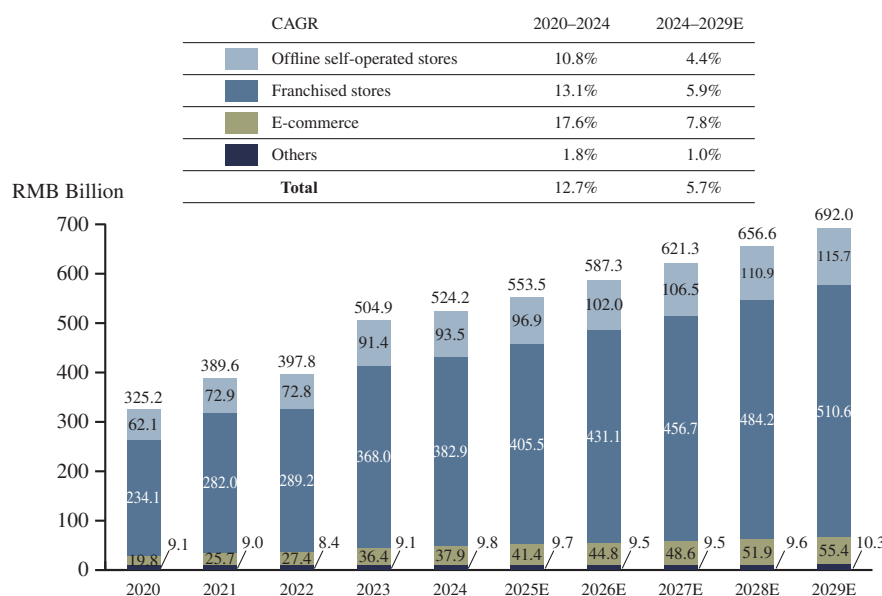
Source: China Gold Association, Frost & Sullivan

Note: “Consumption of gold in the PRC” refers to the sales volume of gold in the PRC.

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The PRC classic gold jewellery market expanded with fluctuations, increasing from RMB325.2 billion in 2020 to RMB524.2 billion in 2024, representing a CAGR of 12.7%. In 2024, franchised stores accounted for the largest share at 73.1%, while the e-commerce channel grew the fastest with a CAGR of 17.6% over 2020–2024, reflecting accelerating digitalization and consumers’ preference for online shopping convenience. Although the rapid rise in gold prices in 2024 temporarily weighed on gold jewellery consumption, the market is projected to continue growing to RMB692.0 billion by 2029, implying a CAGR of 5.7% from 2024 to 2029, supported by sustained demand for gold jewellery as wealth preservation, advancements in craftsmanship, and deeper online-offline integration to improve accessibility. Over 2024–2029, the e-commerce channel is expected to maintain robust growth with a CAGR of 7.8%, while franchised stores and offline self-operated stores are also projected to grow steadily at CAGRs of 5.9% and 4.4%, respectively.

Market Size of Classic Gold Jewellery Market in the PRC, Breakdown by Sales Channel, by Sales Revenue, 2020–2029E



Source: Gems & Jewellery Trade Association of China, China Gold Association, Frost & Sullivan

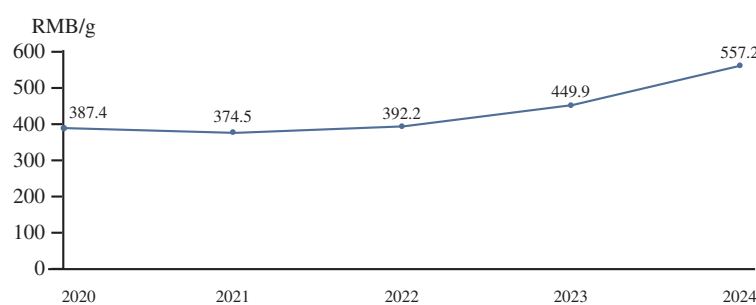
Note: Others include banks and exhibitions, etc.

Price Analysis of Gold in the PRC

From 2020 to 2024, the average annual spot price for Au9999 gold in the PRC demonstrated consistent growth, surging from RMB387.4/g in 2020 to RMB557.2/g in 2024. This upward trajectory has been driven by multiple factor, including escalating global macroeconomic uncertainties and geopolitical tensions, sustained domestic consumption, especially within the jewellery sector. Additionally, ongoing geopolitical tensions and rising inflation have further enhanced gold’s status as a safe haven asset. These dynamics propelled the spot price to unprecedented levels, reaching a historic peak of RMB557.2/g in 2024.

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Price Trend of Gold (Au9999), 2020–2024



Source: Shanghai Gold Exchange, Frost & Sullivan

Market Drivers of Classic Gold Jewellery Market in the PRC

Gold Filigree Craft Enhances Aesthetic Value

Filigree enhances the aesthetic appeal of gold jewellery by shaping fine gold threads into intricate, ornate patterns that showcase high-level craftsmanship and create a distinctive texture that is difficult to replicate. As demand rises for differentiated and luxurious pieces, classic gold jewellery featuring advanced craftsmanship is gaining popularity, appealing to consumers who appreciate the combination of traditional artistry and contemporary style. The renewed interest in artisanal jewellery also strengthens appreciation for cultural heritage, with filigree helping classic gold jewellery convey both aesthetic sophistication and a narrative of tradition.

Growing Interest from Young Demographic

As consumer behavior evolves, people aged 18–40 have become the core customer base for classic gold jewellery, accounting for over 70% of total customers, and are driving a shift from heavy wedding ornaments to lighter, trendier, and more personalized designs. According to the World Gold Council, higher gold prices have accelerated Chinese consumers’ preference for lighter-weight, gram-priced gold jewellery, alongside the rise of “self-pleasure consumption” as young buyers purchase for personal enjoyment rather than gifting. At the same time, the revival of national culture is reinforcing the fusion of classic craftsmanship with modern aesthetics, attracting Gen Z consumers who value individuality and cultural identity, and reshaping the classic gold jewellery market.

Increased Investment Appeal

The demand for gold jewellery in the PRC is increasingly diversified, particularly as it is recognised as a valuable investment. Fluctuating gold prices, influenced by global economic uncertainties and rising inflation, are prompting consumers to view gold jewellery not only as an adornment but also as a strategic asset for wealth preservation. As investors seek reliable options to hedge against currency depreciation, gold jewellery has gained appeal due to its intrinsic value. Against a backdrop of sustained economic uncertainty weighing on local assets, including real estate, equities and the local currency, household propensity to save has risen, and gold products have correspondingly benefited as a perceived store of value. The World Gold Council’s 2024 survey results further show that 77% of respondents’ sales were derived from gold jewellery and investment products, up from 71% in 2022, indicating a rising preference for gold-related purchases. This shift encourages buyers to explore a variety of styles and designs, allowing them to express personal taste while simultaneously safeguarding their financial interests. Additionally, gold’s cultural significance in China further solidifies its status as a long-term investment, making gold jewellery a preferred choice for both personal use and financial security.

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Future Trends of Classic Gold Jewellery Market in the PRC

Harnessing of Streaming Platforms

Streaming platforms are becoming a key sales channel in the gold jewellery market, complementing traditional e-commerce and helping brands reach younger consumers through live-streaming and social media. Interactive formats such as influencer live-streaming and short videos improve conversion and product turnover, while also generating user-behaviour insights to refine product recommendations and pricing. At the same time, closer online-offline integration is creating a more seamless shopping journey that supports customer satisfaction and loyalty.

Technology-empowered Supply Chain

With the broader adoption of IoT and AI, brands and suppliers are upgrading supply chain operations through real-time monitoring and intelligent optimization. Smart supply chain management improves inventory efficiency and demand forecasting, enabling more precise production planning and distribution decisions, while business AI provides real-time market feedback to support market-oriented production adjustments. These capabilities help reduce excess inventory and operating costs, optimize resource utilization, and improve transparency for customers by enabling real-time order tracking, strengthening trust and satisfaction.

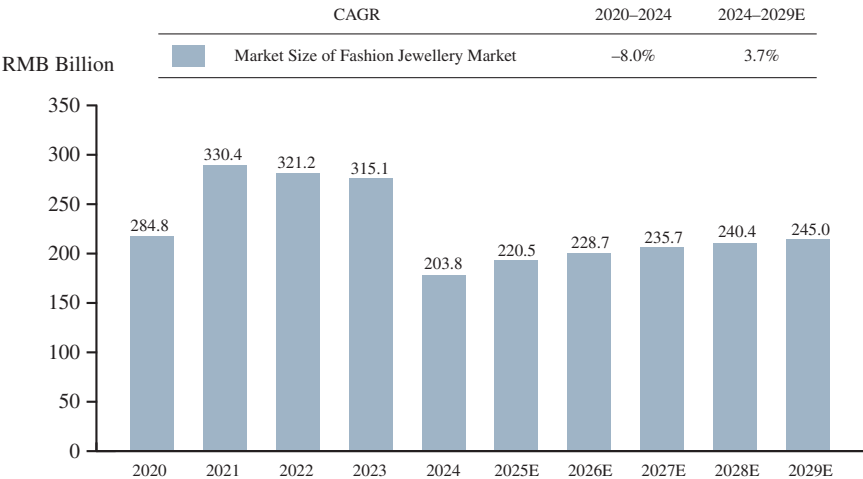
OVERVIEW OF FASHION JEWELLERY MARKET

Fashion jewellery is designed with a strong emphasis on aesthetics, craftsmanship, and contemporary trends, incorporating a diverse range of materials such as diamonds, jade, silver, platinum, coloured gemstones, pearls, and other innovative elements. Fashion jewellery are often distinguished by their artistic expression, intricate detailing, and ability to reflect cultural influences or personal style.

Market Size of Fashion Jewellery Market in the PRC

The market size of fashion jewellery market in the PRC declined from RMB284.8 billion in 2020 to RMB203.8 billion in 2024, representing a negative CAGR of 8.0%. This downturn was partly attributable to the surge in gold prices, which increased the relative attractiveness and investment appeal of classic gold jewellery, as well as the sharp decline in diamond jewellery demand, which further intensified the competitive pressure on the fashion jewellery segment. In the PRC, diamonds are predominantly purchased for matrimonial purposes, and the decline in marriage registrations has reduced bridal-driven demand. In parallel, the rapid adoption of lab-grown diamonds has reshaped perceptions of scarcity, further dampening natural diamond purchases. From 2024 onward, the market size is expected to recover slightly, reaching RMB245.0 billion by 2029 with a projected CAGR of 3.7%. The rebound is supported by growing demand for affordable fashion accessories, increasing pursuit of individuality and style among younger consumers, and the continued influence of digital marketing and social commerce.

Market Size of Fashion Jewellery Market in the PRC, by Sales Revenue, 2020–2029E



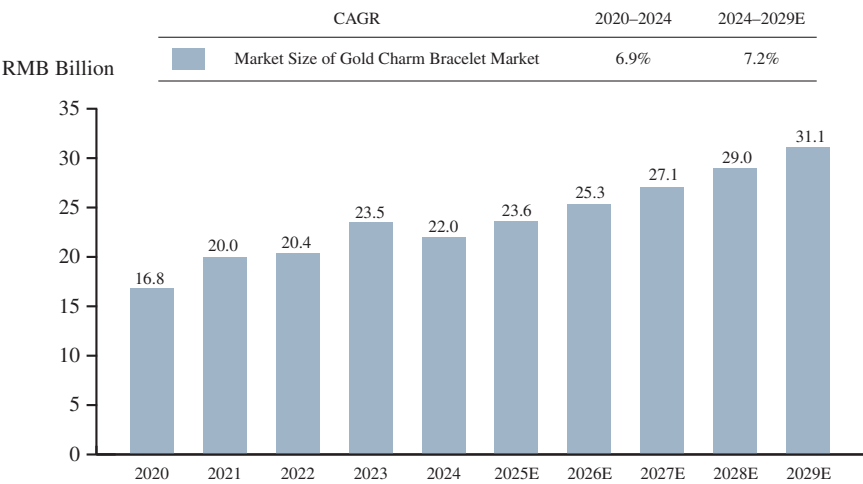
Source: Gems & Jewellery Trade Association of China, Frost & Sullivan

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Market Size of Gold Charm Bracelet Products in the PRC

The PRC gold charm bracelet market expanded from RMB16.8 billion in 2020 to RMB22.0 billion in 2024, representing a CAGR of 6.9%, driven by stronger purchasing power among young consumers and rising demand for personalized and symbolic accessories. Beyond economic factors, consumers’ attachment to traditional Chinese cultural elements such as motifs of fortune, prosperity, and protection has supported the category, while preferences are shifting toward customizable and mix-and-match designs that enable self-expression while incorporating auspicious themes. The market is expected to continue growing to RMB31.1 billion by 2029, implying a CAGR of 7.2% from 2024 to 2029, supported by ongoing design innovation that blends contemporary aesthetics with traditional cultural elements.

Market Size of Gold Charm Bracelet Market in the PRC, by Sales Revenue, 2020–2029E



Source: Frost & Sullivan

Market Drivers of Fashion Jewellery Market in the PRC

Youth-oriented Consumption

The increasing purchasing power of young consumers is reshaping the fashion jewellery market, particularly in the gold charm bracelet segment. This demographic places a strong emphasis on aesthetics, favouring designs that are stylish, refined, and in sync with contemporary fashion trends. Beyond visual appeal, they seek jewellery with cultural significance, with symbols of fortune, prosperity, and protection rooted in traditional Chinese beliefs gaining popularity as expressions of both heritage and aspiration. Personalization is another key driver, as younger consumers gravitate toward mix-and-match designs that allow them to curate unique charm combinations reflecting their identity, values, and evolving tastes. This fusion of fashion consciousness, cultural connection, and self-expression continues to propel market growth.

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Self-Reward Consumption and Diversified Usage Scenarios

As consumer perceptions of jewellery evolve, its significance has expanded beyond traditional gifting to become a form of personal indulgence and everyday fashion. Young consumers increasingly see jewellery not just as a symbol of status or affection but as a means of self-expression and self-reward. According to the Yiwu Consumption Index, 40.1% of young consumers in the PRC make purchases driven by emotional value, reflecting the growing prevalence of self-reward consumption. Whether commemorating milestones, celebrating achievements, or simply embracing moments of joy, they are more inclined to purchase jewellery for themselves rather than waiting for special occasions. This shift has fueled demand for versatile designs that transition effortlessly across different settings — from statement pieces that elevate casual wear to refined styles suited for professional and formal occasions. In response, brands are introducing collections that balance aesthetics, functionality, and individuality, reinforcing jewellery’s role as both a fashion statement and a reflection of personal identity.

Future Trends of Fashion Jewellery Market in the PRC

Advancements in Original Design Capabilities and Craftsmanship

Technological innovation is continuously advancing fashion jewellery design and craftsmanship, improving both aesthetics and structural possibilities. Techniques such as wax casting and gold micro-inlay enable more intricate yet lightweight designs with finer detailing, more dynamic structures, and seamless gemstone integration. As gold inlay is increasingly combined with diamonds and jade, classic jewellery is being refreshed with a blend of traditional elegance and contemporary sophistication, supporting more distinctive, high-design pieces.

Rising Demand for Modular and Customizable Jewellery

Younger consumers increasingly prefer jewellery that is modular and customizable for personalization and adaptability. Designs such as interchangeable charms, stackable rings, and adjustable bracelets allow wearers to create combinations for different moods, styles, and occasions, aligning with the trend toward self-expression. This makes jewellery more interactive and dynamic, deepening engagement and potentially increasing purchase frequency through add-on accessories and mix-and-match product lines.

OVERVIEW OF HANDBAG MARKET

A handbag is a practical and stylish accessory designed for carrying personal items such as phones, wallets, and cosmetics. Available in various styles including totes, shoulder bags, crossbody bags, and clutches, handbags are widely used in daily life, business settings, and social occasions, serving as both a functional item and a key element of fashion.

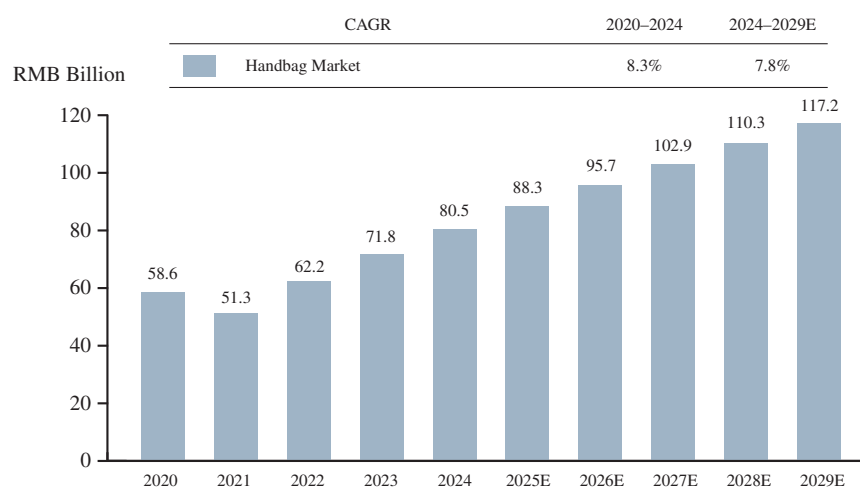
Market Size of Handbag Market in the PRC

The market size of handbag market in the PRC has maintained a steady growth trajectory, increasing from RMB58.6 billion in 2020 to RMB80.5 billion in 2024, with a CAGR of 8.3%, fueled by rising consumer demand for high-quality, fashionable, and functional accessories. The market has expanded alongside increasing disposable income, urbanization, and evolving fashion preferences, with consumers seeking products that balance durability, craftsmanship, and aesthetic appeal.

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Looking ahead, the market size of handbag market in the PRC is expected to continue its upward trajectory, reaching RMB117.2 billion by 2029, representing a CAGR of 7.8% from 2024 to 2029. The demand for high-quality and well-crafted handbags remain particularly strong, driven by brand-conscious consumers and the growing influence of global fashion trends. Additionally, the expansion of e-commerce and digital retail channels has facilitated wider accessibility, further fueling market growth.

Market Size of Handbag Market in the PRC, by Sales Revenue, 2020–2029E

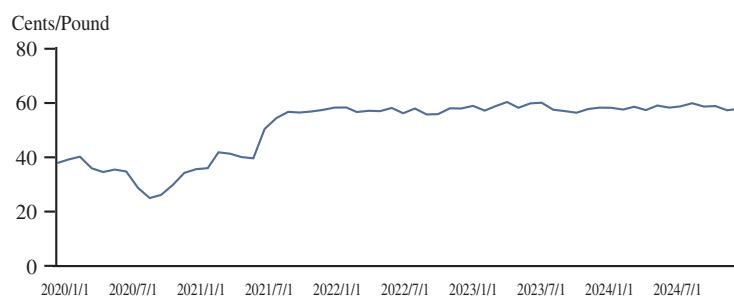


Source: China Leather Council, Frost & Sullivan

Global Price Analysis of Leather

From 2020 to 2024, global leather prices showed a generally steady and slightly upward trend. At the beginning of 2020, the price was around 40 cents per pound, briefly falling to about 25 cents in early 2021 before recovering and rising to around 60 cents per pound by mid-2021. Since then, prices have remained relatively stable, fluctuating within the range of 55 to 60 cents per pound. This trend was mainly driven by the recovery in global leather demand, the rebound in leather usage across the handbag, fashion, and automotive industries, and the stabilization of supply chains.

Monthly Leather Price, 2020–2024



Source: International Monetary Fund, Frost & Sullivan

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COMPETITIVE LANDSCAPE

Rankings

1. Ranking of Jewellery Companies in the PRC, by Market Share in terms of Revenue in Jewellery Market (2024)

Ranking	Company	Listing Status	Market Share by Revenue, 2024
1.	Company A ¹	Public	10.2%
2.	Company B ²	Public	8.2%
3.	Company C ³	Public	7.0%
4.	Company D ⁴	Public	3.9%
5.	Company E ⁵	Public	2.5%
		Top 5 Subtotal	31.8%
9.	The Company	Public	0.8%

Source: Annual Reports, Frost & Sullivan

Notes:

- (1) It is a leading jewellery brand listed on the HKEx, primarily engaged in the sale of gem-set jewellery, platinum and karat gold products, gold items, and watches.
- (2) It is a leading gold jewellery company listed on the Shanghai Stock Exchange, focusing on the sale of gold jewellery and the processing of gold bullion.
- (3) It is one of China's time-honoured brands, listed on the Shanghai Stock Exchange. It is primarily involved in the jewellery and gold business, as well as stationery and art crafts.
- (4) It is a comprehensive group listed on the Shanghai Stock Exchange. It primarily operates in the sectors of jewellery and fashion, food and beverage, beauty and health, watches, and department stores.
- (5) It is a leading gold jewellery company listed on the HKEx, which operates a full value chain, with a particular focus on high-purity gold jewellery products.

2. Ranking of Chinese Mainland-based¹ Jewellery Companies, by Market Share in terms of Revenue in Classic Gold Jewellery Market (2024)

Ranking	Company	Listing Status	Market Share by Revenue, 2024
1.	Company B ²	Public	11.4%
2.	Company C ³	Public	9.2%
3.	Company D ⁴	Public	5.0%
4.	Company E ⁵	Public	3.4%
5.	Company L ⁶	Public	3.1%
		Top 5 Subtotal	32.1%
8.	The Company	Public	0.6%

Source: Annual Reports, Frost & Sullivan

Notes:

- (1) Chinese Mainland-based jewellery companies refer to the companies whose registered location, headquarters and main control capital are in Chinese Mainland.
- (2) It is a leading gold jewellery company listed on the Shanghai Stock Exchange, focusing on the sale of gold jewellery and the processing of gold bullion.
- (3) It is one of China's time-honoured brands, listed on the Shanghai Stock Exchange. It is primarily involved in the jewellery and gold business, as well as stationery and art crafts.
- (4) It is a comprehensive group listed on the Shanghai Stock Exchange. It primarily operates in the sectors of jewellery and fashion, food and beverage, beauty and health, watches, and department stores.
- (5) It is a leading gold jewellery company listed on the HKEx, which operates a full value chain, with a particular focus on high-purity gold jewellery products.
- (6) It is a well-established gold jewellery retailer listed on the Shanghai Stock Exchange, specialising in the sales of gold, silver, and jade products with a strong presence in northern China.

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Entry Barrier Analysis

Brand Barrier

Brand reputation is a crucial competitive factor in the gold and jewellery industry. Consumers tend to purchase from well-established brands, which have built strong market credibility over the years. New entrants struggle to gain consumer trust and must invest heavily in brand development, including store design, marketing campaigns, celebrity endorsements, and social media promotions. Moreover, brand recognition requires long-term accumulation, making it difficult for new brands to compete with established players in the short term.

Design Barrier

Gold jewellery design requires a deep understanding of consumer preferences, market trends, and cultural influences. Established brands have dedicated design teams that continuously innovate, creating unique collections that appeal to various customer segments. New entrants face challenges in developing distinctive designs that stand out in a highly competitive market. Without strong design capabilities and trend forecasting, new brands may struggle to differentiate themselves and attract consumers who seek fashionable and customised jewellery pieces.

Craftsmanship Barrier

High-quality craftsmanship is essential in the gold jewellery industry, as intricate designs and fine detailing require advanced techniques and skilled artisans. Leading brands invest heavily in research and development to improve metalworking, gemstone setting, and finishing techniques, ensuring superior product quality. New entrants, however, may lack access to experienced craftsmen and advanced technology, resulting in lower product quality and limited market acceptance. Additionally, craftsmanship innovation, such as 3D printing and micro-setting techniques, requires significant investment, further raising the entry barrier.