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# Industry Insight: Jewelry+

Taking a closer look at packaging considerations within the jewelry and accessories industry.



The jewelry and accessories industry includes luxury items like rings, necklaces, earrings, brooches, and watches. Whether it is a high-end item or a more economical option, customers expect a certain level of quality with their purchases. Whether products are purchased for the individual or as a gift, the packaging that jewelry and accessories come in should reflect your organization's quality and brand.

The North American jewelry market is valued at over [\\$70 billion](#) and has been growing steadily over the years. In a growing market, it is important to separate yourself from your competition. Packaging can be a great way to do that and encourage customers to make purchasing decisions. With products as meaningful as jewelry, it's important to create an entire experience for your customer. Packaging is an important piece of that puzzle.

As a luxury item, packaging is an important branding decision and differentiator for your customers. It is important to remember that packaging is an extension of what you are selling and your brand, so packaging should reflect and promote your product. Quality packaging can influence consumer behavior and act as a promotional beacon for other prospective customers. Everyone recognizes the iconic packaging of Tiffany's and that helps influence consumer perceptions. Packaging can add perceived value to your products and ultimately lead to increased sales.

There are many types of packaging required for jewelry and accessories, including, but not limited to, folding boxes, rigid boxes, tissue paper, and euro-style shopping bags. Jewelry can be one of the most complex types of packaging and is essential for presenting your product. Packaging can represent a substantial investment for your business and needs to be considered carefully so that it can support your ultimate goal to make and increase sales.

There are many important questions to be asked when making packaging decisions for jewelry and accessory products. Is your packaging not only functional for your product, but does it convey a message of quality to potential customers? Does your packaging align with the value of your product and brand? Does your packaging stand out amongst competitors? Will your packaging help contribute to the overall customer experience and drive repeat purchases, brand loyalty, and ultimately create brand advocates?

Classic PKG Direct is happy to help with any of your jewelry and accessories packaging needs or challenges. There is a customized packaging solution for every company, whether you are a high-end jeweller or a more value-driven provider. Packaging is an essential way to stand out amongst competitors and promote your jewelry and accessory products.

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