

Digital or Die?

2022 State of Jewelers Going Digital™ Report

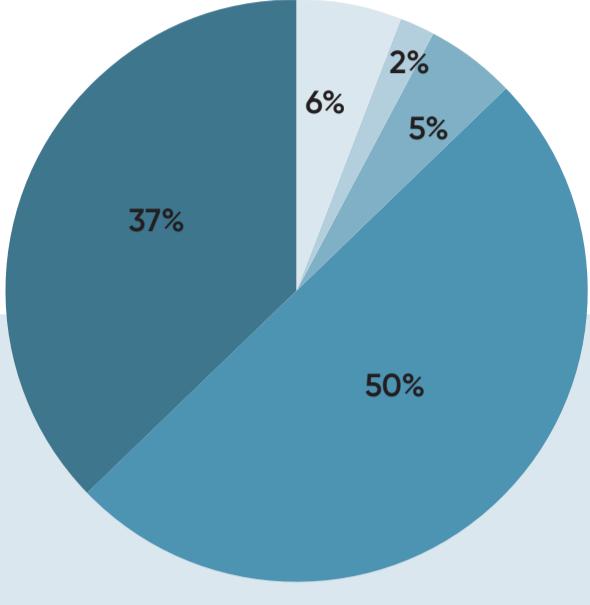
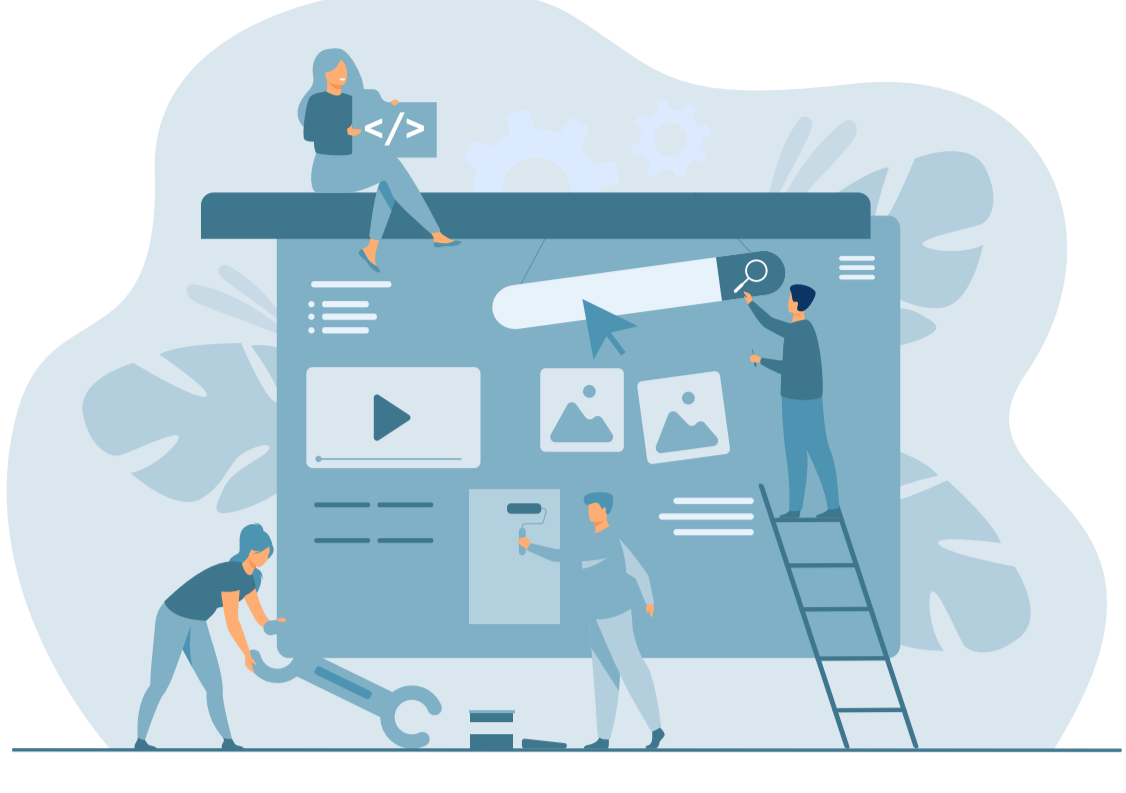
How the retail jewelry digital landscape is changing

Jewelers Going Digital™



87%

of retail respondents agreed or strongly agreed that digital technology is important for their retail jewelry business.

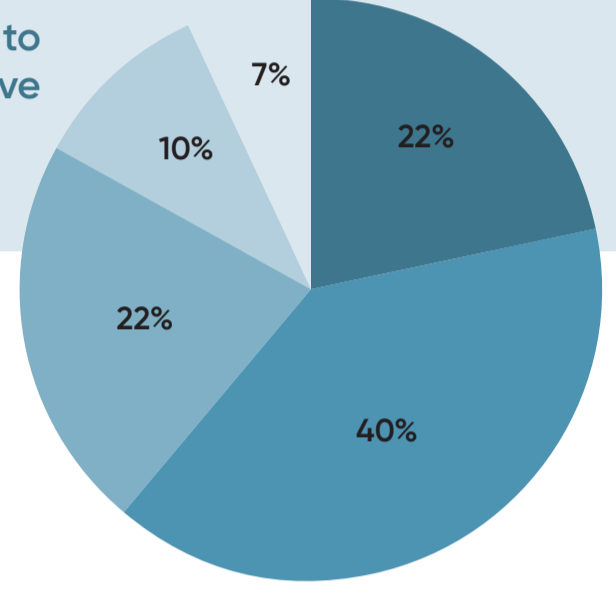


"Adoption of digital technology is important for my business."

62%

Nearly two-thirds of retail jeweler respondents said digital technology is an investment they have to make to stay competitive.

An investment I have to make to stay competitive

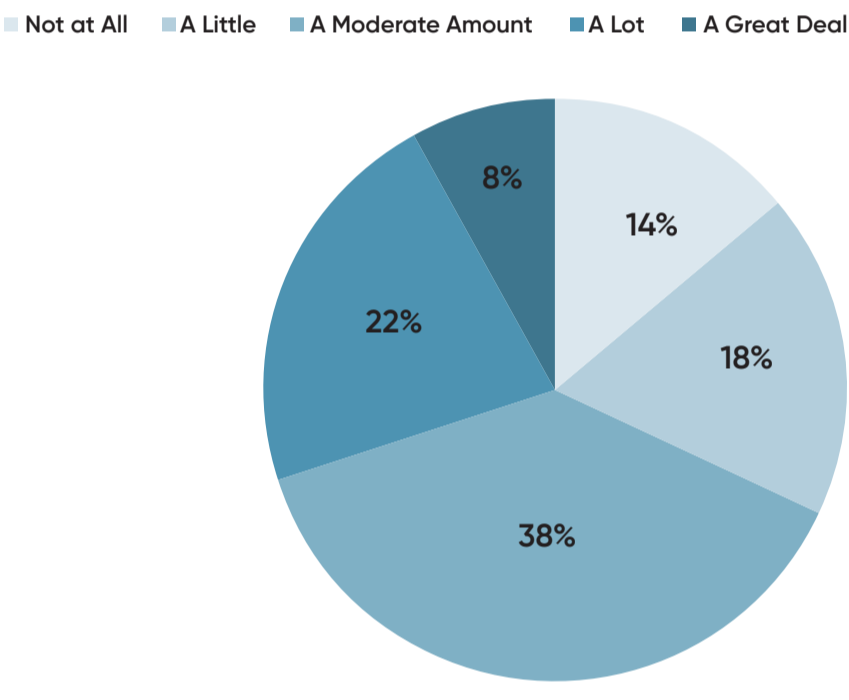


Not at All A Little A Moderate Amount A Lot A Great Deal

30%

of retailers indicated that digital technology helped to boost sales in their stores by a great deal or a lot in the past year.

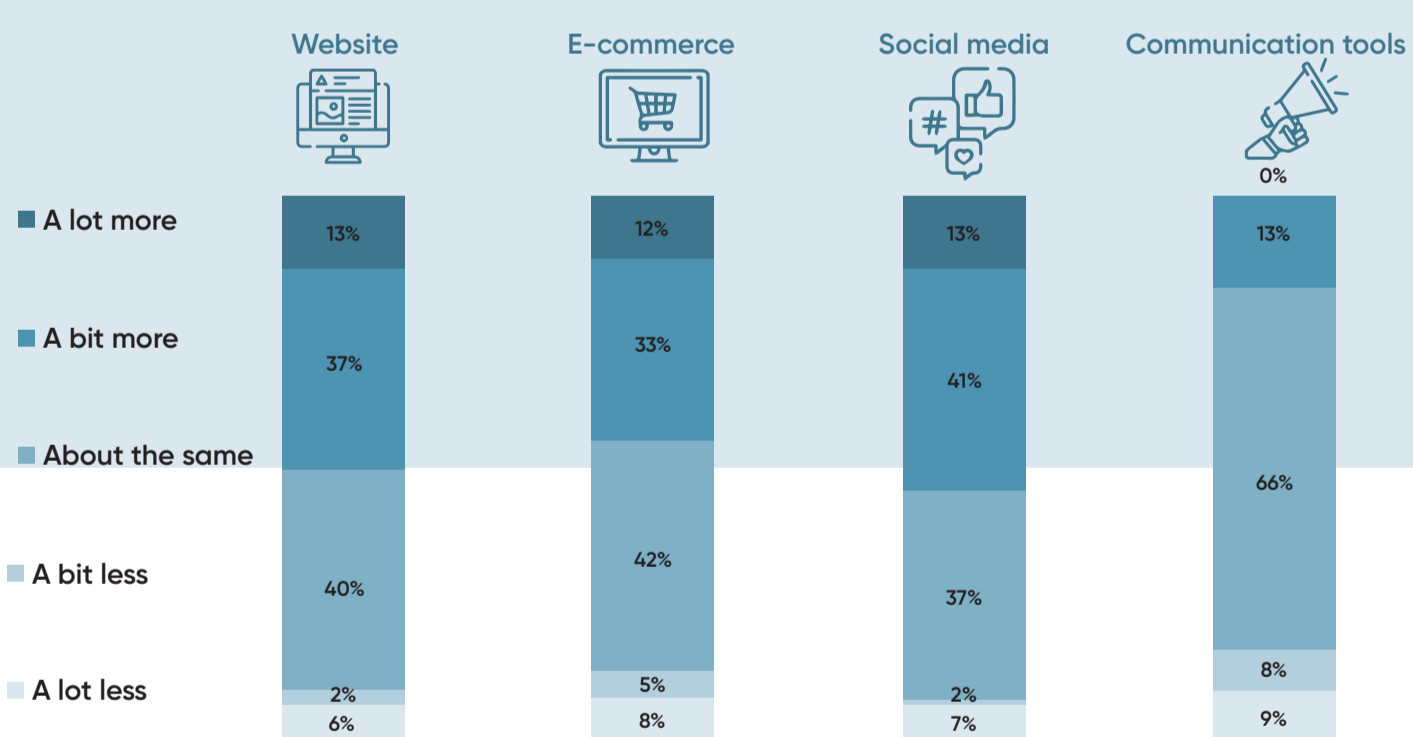
Helped boost sales in my store



50%

of retail jewelers expect to spend more on digital technology in 2022, including 12%-13% spending much more on their website, e-commerce and social media presence.

Overall, do you plan on spending more or less money on the following digital technologies for business in 2022?



RECOMMENDATIONS

Budget for integrating digital technologies into your store advertising and operations.

Those retail stores that refuse to embrace digital technologies will be less competitive and fall further behind—especially if consumers slow purchasing in the wake of rising inflation.



Download the free report at www.jewelersgoingdigital.org



This second survey Jewelers Going Digital survey was conducted in March/April 2022 among retail jewelers to identify their digital practices and transformation.

