

India's Artificial Jewellery Market Booms on Affordable Fashion

Published on 19 Dec 2025 | By IFI Correspondent



India's **artificial jewellery market** is experiencing significant growth as more consumers embrace stylish yet **budget-friendly accessories** for daily wear, not just festive occasions. Once a niche category, imitation and fashion jewellery are now mainstream fashion staples across cities and towns, buoyed by rising incomes, evolving tastes and extensive digital influence.

The surge in demand reflects a broader trend of affordable fashion pieces gaining ground among younger consumers, especially those influenced by social media trends and the convenience of online shopping.

Market Outlook & Growth Projections

Industry data shows that India's artificial jewellery market is expected to **expand at a CAGR of around 11.4% between 2025 and 2029**, reaching **approximately ₹10,280 crore (~USD 1.16 billion)** by 2029. This growth is driven by increased consumer demand for affordable fashion accessories, rapid online sales and shifting preferences among youth and urban shoppers.

The broader **gems and jewellery industry** also continues to thrive, with total exports reaching **about ₹2.43 lakh crore (USD 28.5 billion)** in FY25, indicating strong global appetite for Indian craftsmanship across categories.

From Local Demand to Global Exports

India's artificial jewellery sector is not only growing domestically but also gaining traction internationally. In **FY25**, the country exported roughly **₹1,154 crore (~USD 136 million)** worth of imitation jewellery, with key markets including the **United States, Spain and the United Kingdom**.

Exports have risen steadily, with over **5,000 consignments shipped to 625 customers worldwide** between June 2024 and May 2025 — marking a **12% year-on-year increase**.

MSMEs and Digital Platforms Powering Growth

Small manufacturers and **MSMEs** play a central role in the market's expansion, generating thousands of designs that reflect evolving trends and consumer preferences. These enterprises benefit from agility and proximity to artisan talent, enabling rapid turnaround and trend-aligned collections.

Digital platforms such as **Amazon, Flipkart and Myntra**, along with social media channels like **Instagram and Pinterest**, have transformed consumer access and accelerated sales, especially among fashion-conscious buyers. Influencers and targeted digital campaigns further strengthen the visibility and appeal of artificial jewellery brands

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