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Press Release

Consumer survey: What young people really want to see under the Christmas tree

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Anyone who wants to give a special Christmas gift to a young person should be a little adventurous and personally pick out a watch or piece of jewelry for them. Why not? Gift coupons appeal to only a minority. These are the findings of the INHORGENTA MUNICH Trend Index by Messe München. A total of 1,040 women and men between the ages of 18 and 35 were questioned as part of the representative survey.

“Millennials love watches and jewelry,” says Stefanie Mändlein, Exhibition Director of INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones that will be held from February 22 – 25, 2019. “This also means that they love to be surprised. This is great news for the watchmaking and jewelry industry. It shows that their products trigger strong emotional responses even among young people.”

The survey found that women prefer classic wristwatches and silver jewelry most often (66 percent for each type). Gold or platinum jewelry (56 percent) ranked third. In contrast, men prefer classic wristwatches (63 percent), smartwatches (51 percent) and gold and platinum jewelry (48 percent). Only 39 percent of women and 35 percent preferred to receive gift coupons.

Overall, millennials say they want to spend more money on jewelry and watches next year. Forty-three percent of them said they would increase their spending on watches in 2019. Forty-two percent said they wanted to spend more money on jewelry. Between 41 percent and 42 percent of them expressed plans to keep their spending at a stable level.

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“The results of the survey are a positive signal for the entire industry,” says Klaus Dittrich, the Chairman and CEO of Messe München. “They show that jewelry and watches continue to fascinate people. Young people are no exception. They would love to find some beautiful jewelry or a stylish watch under the Christmas tree.”

For more information on the

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About INHORGENTA MUNICH

INHORGENTA MUNICH, the international trade fair for watches, jewelry and gemstones is the order and communication platform for the industry and reflects the market in all its diversity. Spread over six halls at Messe München, exhibitors from across the globe will present their latest creations. Through its extensive supporting program, comprising the Jewelry Shows, the INHORGENTA FORUM and the INHORGENTA AWARD, the trade fair offers an in-depth overview of international trends and developments. In 2018, the trade fair brought 1,026 exhibitors from 42 countries and more than 27,000 visitors from 70 countries to Munich. The next INHORGENTA MUNICH will be held from February 22 to 26, 2019.

Messe München

Messe München is one of the world's leading trade-show companies. It organizes more than 50 own trade shows for capital and consumer goods and key high-tech industries. Each year, a total of more than 50,000 exhibitors and some three million visitors take part in more than 200 events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München, the MOC Veranstaltungszentrum München as well as abroad. Jointly with its subsidiaries, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. Messe München has a global business presence with a network of affiliates in Europe, Asia, Africa and South America as well as some 70 foreign representatives serving more than 100 countries.