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## Press Release

# Consumer survey: Millennials buy jewelry and watches from retailers

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**Good news for the brick-and-mortar retail of watches and jewelry: Young people prefer to purchase jewelry and watches in person from specialty retailers. The majority find trust in the retailer and good service very important. 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.**

In a survey carried out on behalf of INHORGENTA MUNICH (February 22 to 25, 2019), 44 percent of the women and men between the ages 18 and 35 questioned prefer to purchase jewelry and watches from jewelers and watch sellers in person. 40 percent named department stores as an important supplier. Online shops and retailers take third place (38 percent) followed by the makers' online shops in fourth place (37 percent)

“Those who purchase high-quality jewelry and watches usually don't compare prices but rather would like to be excited and fascinated by the products. Many customers experience this especially at physical stores as well as on the online presence of the makers,” said Stefanie Mändlein, Exhibition Director of the international trade fair for jewelry, timepieces and gemstones, INHORGENTA MUNICH.

For the purchase of watches and jewelry, young people highly regard traditional values. 51 percent responded that trusting the retailer was very important. This is followed by good availability of the product (49 percent) and good service (48 percent). Comparatively unimportant is the price/quality ratio (39 percent), the

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opening hours of the retailer (31 percent) as well as good opportunities for financing (23 percent).

“Watches and jewelry are emotional and very personal products. Therefore, trust places a central role in the shopping experience,” said Klaus Dittrich, Chairman and CEO of Messe München GmbH. “This is good news not only for the retailers but also for the brands. They are ideally positioned to build up this trusting relationship.”

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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 leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa, and South America, and with around 70 representatives abroad for more than 100 countries, Messe München has a truly global presence.