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## [What is the demand for jewellery in Europe?](#)

Despite the economic crisis, the European jewellery market has consistently shown great opportunities for importers from Developing Countries. While countries like France and Italy have an established reputation for both classical and trendy jewellery, and numerous fine jewellery brands, Europe needs imports from Developing Countries mainly in the fields of costume jewellery, bridge jewellery (affordable gold and silver jewellery), special jewellery designs and jewellery components. Suppliers from Developing Countries still offer competitive pricing, though big manufacturing forces like China are gradually losing market share to other DC suppliers such as Malaysia and Mauritius.