



## Presse-Information • Press Release • Communiqué de Presse • Comunicato Stampa

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### inhorgenta europe Opinion Poll Results: German Jewellery and Watch

#### Retail Once More Optimistic

- Importance of brands increases
- Individual customer consultation is retail's mainstay strong point
- Increased customer frequency

How is watch and jewellery retail faring during the current economical crisis? What are the retail industry's current wishes, requirements and feelings, and those of its customers? To find out, the inhorgenta europe project management recently held a representative poll among one hundred jewellery and watch retailers throughout Germany. The first insightful results from the research performed by special service provider BBE Retail Experts are now available; the plan is to continue the polls on a regular basis in the future.

#### Retail Sales: atmosphere and order situation

Despite the current economical crisis the poll revealed pleasantly constant consumer behaviour and a rather optimistic atmosphere among watch and jewellery speciality retailers. 43% of the retailers polled rated the current overall situation in the industry as good to excellent, 34% considered it acceptable, and only 23% rated it as poor. Furthermore, 57% expect that the overall situation will remain about the same; 25% even believe that it is improving. There were even more positive reactions when asked about their own, personal situation: the current order situation in one's own business was rated good to excellent by 57%.

#### Competent Customer Service: customers honour closer attention to their needs

Like no other industry branch, retailers are able to offer their customers individual and competent sales consulting, which is one of its core strengths: 88% of retailers polled consider customer service a very to extremely important factor for the economic success of one's business. Customers honour this service by migrating more towards speciality

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retailers: 76% of the poll's participants even state that the customer frequency in their business has increased.

#### Consumer Preferences: price levels and brand focus

At the moment jewellery and watch sales occur primarily at the lower and mid-price levels. 54% of jewellery sold originates from the lower, and 38% from the mid-price segment; in the watch sector it is 49% and 40% respectively. When customers purchase a piece of jewellery they primarily want to accentuate their own individuality: 86% of retailers polled stated that their customers purchase jewellery mainly or even exclusively as a fashion accessory. About 44% believe that the brand of the jewellery is important. In the watch sector the brand has even more significance. 81% of the polled believe that the brand or manufacturer plays a fundamental role for the purchaser.

inhorgenta europe: continuing to be the industry's most important get-together

Armin Wittmann, inhorgenta Europe Exhibition Director, is very pleased with the market research results: "Despite the overall difficult economic conditions the national watch and jewellery retailers remain quite optimistic. This proves clearly that the German market is currently stable. It remains attractive, and this also applies to visiting the upcoming inhorgenta europe." inhorgenta europe is actually the most important trade exposition for German watch and jewellery retailers: 49% of the retailers questioned came to inhorgenta europe 2009 and 54% plan to return to the show next year, held from February 19<sup>th</sup> to 22<sup>nd</sup>, 2010.

Thanks to its early date during the trade show year this first get-together for the industry of the year is considered an essential indicator for the coming season. The exposition provides visitors with a comprehensive overview of new collections, new brands, and new technology.

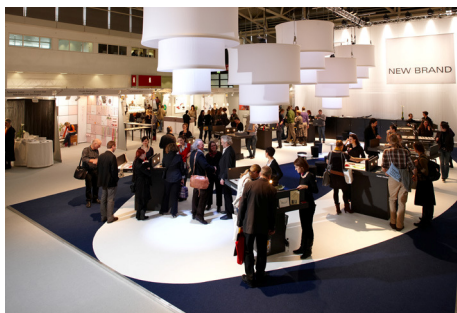


Photo: inhorgenta europe 2009, New Brand Area

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