



How to Start a Jewelry Business in 2026

STEP 1: Industry Understanding	Modern jewelry landscape, digital-first brands, consumer mindset
STEP 2: Niche & Market Research	Choosing your niche, competition analysis, gap identification
STEP 3: Target Audience	Buyer personas, emotional triggers, customer journey
STEP 4: Product Creation	Designing or sourcing, quality control, supplier management
STEP 5: Design & Trends	2026 jewelry trends, collection building, pricing strategy
STEP 6: Brand Identity	USP, storytelling, positioning & differentiation
STEP 7: Online Store	Product presentation, conversion optimization
STEP 8: Marketing & Scaling	Social media, influencers, operations & AI tools