



IJS ISTANBUL JEWELRY SHOW

58th IJS Istanbul Jewelry Show

A hub where the entire jewelry industry connects and trades under one roof.

POST SHOW REPORT

01 – 04 October 2025
Istanbul Expo Center

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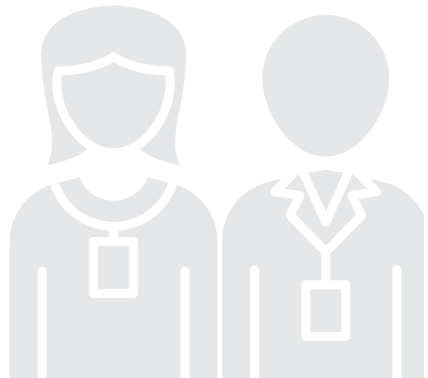
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EDITION OVERVIEW

18.683

Visitors



131

Visiting
Countries



36%

International
Buyers



Nearly

1000

Exhibiting
Brands



15

Exhibiting
Countries



EXHIBITOR OVERVIEW

EXHIBITOR PRODUCT CATEGORIES

- ◆ FINE GOLD JEWELRY
- ◆ SEMI-FINISHED JEWELRY
- ◆ JEWELRY MOUNTING / PARTS
- ◆ MACHINERY / TOOLS & EQUIPMENT
- ◆ PRECIOUS METALS / REFINERY
- ◆ SILVER JEWELRY & SILVERWARE
- ◆ STONE & PEARL
- ◆ TRADE PUBLICATIONS & SERVICES

WHERE OUR EXHIBITOR ARE FROM



EXHIBITOR OVERVIEW

TOP 5 REASONS WHY BRANDS EXHIBITED

- ◆ Make new business contacts
- ◆ Meet with existing clients
- ◆ Increase brand awareness
- ◆ Generate new sales leads
- ◆ Demonstrate the products / services

WHAT OUR EXHIBITORS SAID

HATAI GEMS, THAILAND

"Istanbul is a door to european customers. We have met so many customers that come from so many different countries. We will definitely exhibit at the next edition."

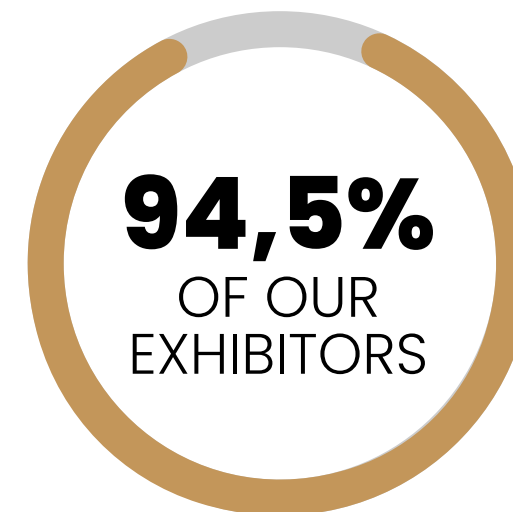
KORAS, GERMANY

"It is not easy for most of our customers to visit us in Europe because of the visa problems. IJS is a big market that our customers can reach us easily."

EXHIBITOR SURVEY DATA

TO BETTER UNDERSTAND THE EXHIBITORS' SHOW EXPERIENCE, WE CONDUCTED SURVEYS AND ANALYZED THEIR INSIGHTS.

BUSINESS IMPORTANCE



consider
IJS Istanbul Jewelry Show
important for their business.

VISITOR OVERVIEW

GEOGRAPHIC BREAKDOWN OF INTERNATIONAL VISITORS



*excluding Türkiye



VISITOR OVERVIEW

WHO ATTENDED

Manufacturer

14%

Buying Agent

11%

Jewelry Designer

10%

Retailer

10%

Sales

10%

Exporter

8%

Marketing

7%

Wholesaler

7%

TOP 20 VISITING COUNTRIES



1. Türkiye



2. Iran



3. Egypt



4. Lebanon



5. Saudi Arabia



6. Algeria



7. Iraq



8. United Arab Emirates



9. Germany



10. United States



11. Uzbekistan



12. Azerbaijan



13. Romania



14. Russian



15. Greece



16. United Kingdom



17. Jordan



18. Tunisia



19. North Macedonia



20. Bulgaria



VISITOR OVERVIEW

TOP 5 REASONS WHY VISITORS ATTENDED

- ◆ Discover new products / trends / innovations
- ◆ Keep up-to-date with the industry
- ◆ Network with new contacts
- ◆ Source a new supplier
- ◆ Meet with existing suppliers



VISITOR SURVEY DATA

TO BETTER UNDERSTAND THE VISITORS' SHOW EXPERIENCE, WE CONDUCTED SURVEYS AND ANALYZED THEIR INSIGHTS.

BUSINESS IMPORTANCE

94.07%

OF OUR VISITORS

CONSIDER IJS ISTANBUL JEWELRY SHOW IMPORTANT FOR THEIR BUSINESS.

RECOMMENDATION

87.93%

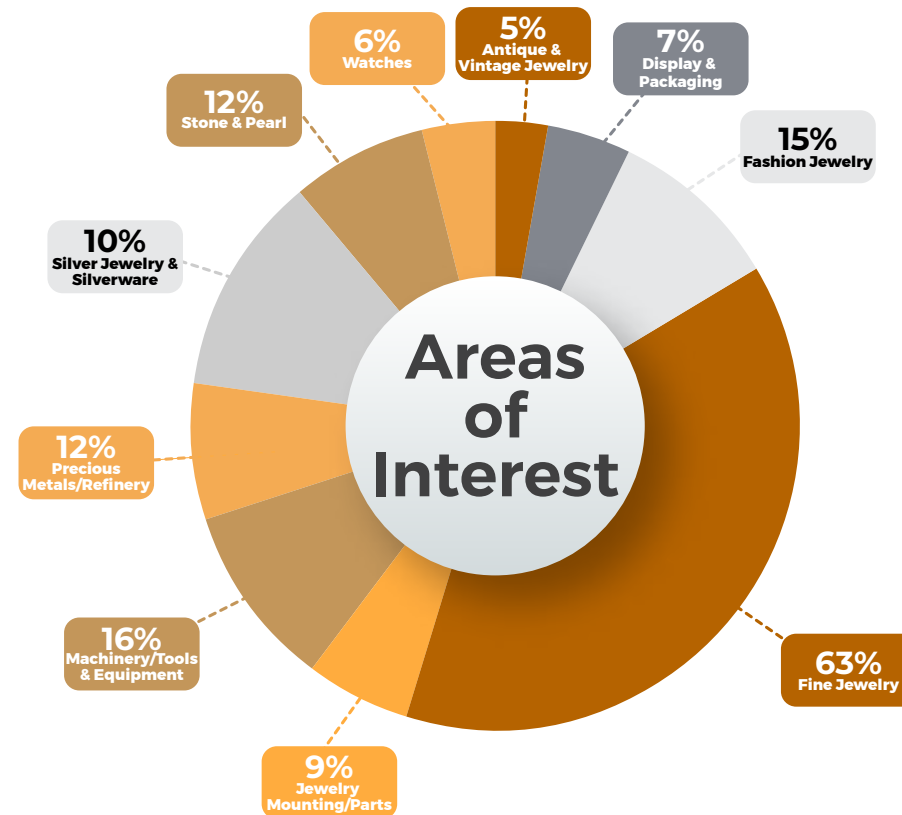
OF OUR VISITORS

RECOMMEND IJS ISTANBUL JEWELRY SHOW TO A FRIEND OR COLLEAGUE IN THE INDUSTRY.

VISITOR OVERVIEW



***This chart illustrates the distribution of visitors' professional positions, highlighting their roles in strategic and operational decision-making.**



***This chart presents the breakdown of product groups that visitors were most interested in exploring and purchasing during the show.**

MARKETING CAMPAIGNS IN NUMBERS

*The data covers the period between 19th April and 4rd October 2025,
and includes only the campaigns specifically for the October edition.

DIGITAL REACH



SOCIAL REACH



EVENT & PROJECTS

ART FOR JEWELLERY – INSPIRATION HUB

Art for Jewellery - Inspiration Hub continued to be the center of inspiration for the industry that can be used from design to marketing in a very different and challenging way with panels, and masterpieces.

**6 INSIGHTFUL
PANEL SESSIONS**

**12 DISTINGUISHED
SPEAKERS**

**WGSN, THE WORLD'S LEADING
CONSUMER TREND FORECASTER,
PRESENTED "SPRING/SUMMER 2026
TRENDS IN JEWELRY"**



EVENT & PROJECTS

DESIGNER CLUB

15 Designers and Craftsmen introduced their products and designs at a special stand area



BUYER DELEGATION PROGRAM

More than 450 representatives of the important brands were hosted as buyers at the fair



PR CIRCULATION

*The data covers the period between 19th April and 4rd October 2025,
and includes only the campaigns specifically for the October edition.

PR Value Generated
281.924\$

**Total Number of
Online Clippings**
75

**Number of TV
Coverages and
Total Airtime**
24 / 1 h 16 min

TV Reach
11,585,636

**Offline
Clippings Reach**
8,550,675

**Total Number of
Offline Clippings**
60



PARTNERS

POWERED BY



OFFICIAL INTERNATIONAL MEDIA PARTNER



OFFICIAL ONLINE MEDIA PARTNER



SUPPORTED BY



MEMBER OF



FAIR VENUE



IJS ISTANBUL JEWELRY SHOW

58th IJS Istanbul Jewelry Show

SAVE THE DATE

April Edition | 01 – 04 April 2026

October Edition | 30 September – 3 October 2026

Venue | Istanbul Expo Center

[Book your stand](#)

[Be a visitor](#)