

Fluid Commerce Jewellery & Accessories Top 50 E-Commerce Report 2021

A benchmark report of 50 jewellery & accessories e-commerce retailers

The logo for Fluid Commerce is centered on a dark blue background. The word "Fluid" is in a large, white, sans-serif font, with the dot on the 'i' being a solid white circle. Below "Fluid", the word "COMMERCE" is written in a smaller, white, all-caps, sans-serif font.

United Kingdom, London, Jun 14, 2021 ([Issuewire.com](https://www.issuewire.com)) - Discover how Magento jewellery & accessory retailers are performing in speed and security, mobile UX, search and navigation, payment, and checkout, community and loyalty, delivery and returns and more.

A word from [Fluid Commerce](#):

Welcome to the second edition of our annual Jewellery & Accessories Ecommerce Report, a benchmark report analysing 50 of the sector's leading retailers.

The primary aim of this report is to analyse the industry and identify key trends that other retailers can benchmark against. The secondary aim of this report is to understand which Jewellery & Accessory retailers are performing well at eCommerce by meeting the latest in best practice guidelines.

Retailers were marked against the following themes:

- Speed & Security
 - Trust
 - Navigation
 - Product Page
 - Checkout & Payment
 - Delivery & Returns
- Community Inside, you will discover the top scorers, the top scorers by theme, plus best-in-class examples.

The data for this [report](#) was gathered in April 2021. This means our report not only gives a benchmark score but also demonstrates how retailers have adjusted their online eCommerce offering during the pandemic. One indication of this is a few notable entries in our top 20.

These retailers have made considerable improvements to their online stores in the last nine months:

- [Stephen Webster](#) - #8 in 2021, up from #35 in 2020
- [Hersey & Son](#) - #14 in 2021, up from #32 in 2020
- [The Jewellery Stop](#) - #19 in 2021, up from #38 in 2020

Many of the brands featured in the top 20 have made improvements to their online store to increase their overall score. This shows the importance of continually investing in your eCommerce store if you want to stay at the top of your game.

"It is hard to say for sure that the pandemic encouraged retailers to invest in their online stores, or whether these updates would have occurred anyway. However, it is clear that with brick-and-mortar stores unavailable for large chunks of the past twelve months, providing an enjoyable, intuitive, and the fast online shopping experience is now an essential part of a brand's retail offering. We hope you find the Fluid Commerce Jewellery & Accessories Report useful in discovering exemplary examples of eCommerce best practices. If you have any

***questions, our contact details are available on the back page of this report." Adam Hindle
Managing Director - [Fluid Commerce](#)***

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Source : Fluid Commerce

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