

Table 4. Global Market Shares 1998-2001

	1998 Global Market Share	1999 Global Market Share	2000 Global Market Share	2001 Global* Market Share	% Change 98-'01
EU Bloc	45.81%	48.20%	45.56%	42.46%	-7.21%
All of Europe	48.11%	50.50%	48.35%	45.06%	-6.24%
Great Britain	24.88%	30.48%	26.39%	25.28%	1.61%
France	9.63%	7.77%	8.88%	7.58%	-20.83%
Germany	3.05%	3.05%	3.23%	2.89%	-6.45%
Switzerland**	1.87%	1.94%	2.47%	2.34%	21.05%
Italy	1.74%	1.31%	1.85%	1.70%	(unchanged)
Sweden	1.22%	1.17%	1.15%	1.25%	(unchanged)
Netherlands	1.19%	0.80%	0.63%	0.66%	-45.00%
Austria	1.05%	0.84%	0.62%	0.58%	-45.45%
Denmark	0.93%	0.50%	0.69%	0.57%	-33.30%
Belgium	0.82%	0.78%	0.63%	0.62%	-25.00%
Spain	0.76%	0.98%	1.04%	0.91%	12.50%
USA	43.89%	41.50%	43.65%	46.94%	6.95%

Source: Kusin & Company 2002

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*2001 unadjusted

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**Auction sales of jewelry are included; dealer sales of jewelry are not.
(Greece & Portugal are not listed because of inconsistent reporting.)