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Locking on Target: Which Customers are Most Likely to Buy Titanium Jewelry? by [Lina Lambert](#)

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For jewelry retailers, it is essential to know whether a certain metal or product would be profitable by understanding if there is a guaranteed or even just potential market. Just like stainless steel jewelry, titanium jewelry is reemerging as a great metal not just because it is a high quality metal but also due to its profitability. Many say that jewelry made of titanium has a unique niche in the industry because there is a guaranteed specific type of consumers that buy such accessories.

At the moment, jewelry made of titanium is rather popular among men. The male consumer market in jewelry has steadily gaining momentum in recent years and many expect that it would still continue to rise. Men who buy titanium usually do so for casual accessories regarding it as a very masculine metal due to its particularly strong luster. But titanium is also purchased by men who are looking for engagement rings or wedding bands that can be a great alternative to gold, silver and platinum. Mostly due to the rising prices of precious metals, consumers today are inclined to look for contemporary metals like stainless steel, tungsten and titanium as substitutes without sacrificing quality.

Unique in every respect, titanium is also getting noticed by forward-thinking, early adopters or consumers who are more inclined to try new products. With its rich history as a material used in military and aerospace applications adding to its lightweight property and durability, titanium gets the fascination of consumers who wants to be unique and be the first to have great products.

But buyers of titanium accessories are not limited to men as there is a rising patronage among women when it comes to this type of jewelry. As more and more designers and manufacturers produce titanium accessories for women, the percentage of buyers in this market is most likely to also increase. This has been observed with the rise of stainless steel jewelry which has also started to be popular among men and later on to women as well.

There are a lot of factors that might have affected the rising popularity of titanium accessories. Despite not being a precious metal, titanium products prove to be popular as wedding bands mostly due to its unique properties and history as a special product for military and aerospace applications. Also, the easier and cheaper processing of titanium contributed to its better accessibility for the jewelry industry which prompted the increase of designs and styles available for consumers. But probably the shifting perspective of consumers with regard to value being independent to the price when it comes to accessories and jewelry can also be a strong reason for the increasing number of titanium buyers.

Titanium jewelry has a unique niche indeed in the market, more so today than ever. With apparent strengths which include comfort due to being lightweight, durability and resistance to corrosion, titanium can give precious metals a run for their money as it continue to rise in popularity.

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[Lina Lambert](#) - About Author:

Lina Lambert, loves to write article out from her collections especially accessories, gadgets and jewelries from Inox a [Stainless Steel jewelry](#) either for men and women as a [titanium metal jewelry](#). Visit the website and learn more about the products that beautifies men and women as mens steel jewelry and womens steel jewelry respectively.

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