

The gap between supply and demand in the sector of Jewelry

Executive Summary

This study illustrates the dual aspects of demand and supply, elucidating the gap between them in the jewelry sector. The study indicates that the number of establishments in the jewelry sector reached (419) establishments, based on the survey conducted by the Department of Statistics, distributed as follows: (74.4%) in the Central region, around (19.1%) in the Northern region, and (6.4%) in the Southern region.

The majority of establishments operating in the sector are individual establishments (75%) according to their legal entity. These establishments in the jewelry sector were classified into three main groups: small-sized establishments (1-4 workers), which are widely spread across all regions of the kingdom at a rate of (84%), followed by medium-sized establishments (5-19 workers) at (11%), and then large-sized establishments (20 workers and more) at (5%).

It is noted that the majority of establishments reported a decrease in demand in the year (2022), while (13%) of the establishments operating in this sector indicated an increase in demand for their products in the year (2024-2025).

Employees in the sector are distributed with (83%) males compared to only (17%) females. On the other hand, (86%) of the workers in this sector are Jordanian nationals, compared to (14%) non-Jordanians. The study revealed that the most occupied professions in the jewelry sector are jewelry maker/seller (52.9%), gemstone setter (5.7%), jewelry solderer (5.6%), jeweler (polishing and finishing jewelry) (3.8%), and wax modeling jewelry maker (3.6%).

Generally, the demand volume is about (350) workers, with demand for the years (2023-2025) focusing on professions such as jewelry maker/seller, jewelry solderer, jeweler, model maker, and wax modeling jewelry maker. The emergence of the need for new workers is attributed to the expansion process by (66%) of establishments. Concerning the possibility of substituting local labor for foreign labor, (61%) of the establishments answered that they are willing to undergo substitution, a percentage very close to the establishments that do not accept substitution. It is worth noting that (52%) of the establishments apply a flexible work system in this sector.

The study indicated that the most mastered skill is enamel usage, followed by oxygen and gas soldering skill, silicone mold cutting and preparation skill, nitrogen soldering skill, wax carving skill, as well as 3D mold design.

The data analysis results revealed that some establishments operating in the sector do not prefer to hire females, mainly due to the nature of work in this sector not suiting women. The future demand for females reached (75) job opportunities, concentrated in the Central region. On the other hand, the number of disabled workers reached (23) workers, working mainly in the Central region. Furthermore, the demand volume reached (55) job opportunities in various professions, including jewelry maker/seller, jeweler, wax modeling jewelry maker, and graphics designer, with demand significantly concentrated in the Central region, especially for hearing-impaired individuals.

The study revealed that (14%) of the establishments face difficulties in hiring, mainly due to the shortage of skilled workers and the lack of workers with positive work values and attitudes. Regarding the hiring methods used, the study showed that direct hiring through personal contacts is the most used, with a percentage of (83%). When asked about the difficulties and challenges facing the jewelry sector, (21%) of them stated that tax increases affect the sector's performance, while (18%) pointed to laws and regulations governing employment.

The number of training programs for this sector amounted to two training programs, with approximately (357) graduates during the years (2020-2022). The majority of them graduated from the jewelry maker/seller program (332 graduates), representing (93%) of the total graduates, followed by the handmade and mechanical jewelry maker program with only (7%). Graduates from training providers are gender-distributed with (80%) males and around (20%) females, graduated from "Imseeh" Factory, and Vocational Training Corporation.

Regarding the technical skill that employers emphasized the necessity of in workers at workplaces, it appeared that training providers provide the majority of the required skills by employers to a sufficient degree. Therefore, there is no gap between supply and demand concerning general operational support skills in the jewelry sector.

Regarding the gap between supply and demand in the jewelry sector, the study revealed that the total demand for the years (2023-2025) reached about (350) job opportunities within this sector, while the total supply reached (357) for the years (2020-2022). The gap showed that there are some professions needed by employers that training centers do not provide, thus, there is a need to reconsider training programs to become more aligned with employers' demands. The analysis of the gap between supply and demand for females indicated a balance in numbers between what is available, where the number of female graduates reached (70) from training programs such as jewelry maker and wax modeling jewelry maker, while the total future demand from employers reached (75) job opportunities for females represented by jewelry maker, wax modeling jewelry maker, and jewelry solderer. This means that the market can absorb graduates from education and training centers in this sector. As for the gap between supply and demand for disabled individuals, the survey results revealed that there are (34) establishments offering (55) job opportunities in various professions, including jewelry maker/seller, jeweler, wax modeling jewelry maker, and graphics designer, with significant demand concentration in the Central region.

Based on the foregoing, the study recommends that the Board of Directors of the Jordan Technical and Vocational Skills Development Corporation (JVSD) establish national teams to Develop sectoral policies in the field of training the Jordanian workforce and employing them in the goldsmithery and jewelry sector. Review, develop, and expand the training programs required by the sector, and integrate life skills, entrepreneurial skills, and employability skills into a mandatory package in all of its training programs. Eliminate any training programs that are not demanded by the labor market in the sector, on the one hand, and open new programs inspired by the demand in the labor market.