

Diamond Reports

NATURAL DIAMOND TRENDS

A 2024 OVERVIEW



**A SERIES OF REPORTS UNCOVERING THE
TRENDS, ORIGINS AND UNIQUE IMPACTS
OF THE ULTIMATE NATURAL GEMSTONE.**

**NATURAL
DIAMOND**
COUNCIL

 **Tenor**is
Trend Analytics For The Jewelry Industry

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THE EVOLUTION OF NATURAL DIAMOND DEMAND

Each Diamond is *Unique*

Every natural diamond is inimitably unique. They are a record of the conditions deep within the Earth where it formed, and its journey to the surface. That's what makes diamonds so special. When you own a natural diamond, you possess something truly rare that reflects just how exceptional you are.

There are several reasons why natural diamonds are all so distinct.

Diamonds take millions or even billions of years to form under extreme heat and pressure deep within the Earth's mantle 200-250 million years ago. They're propelled to the surface by a series of violent eruptions. This complex and tumultuous process gifts each diamond its own unique set of internal characteristics.

Tiny specs within the natural diamond are known as inclusions. They are considered the fingerprint of each diamond and tell the story of their creation, enabling scientists to determine the history and age of a diamond.

While most natural diamonds appear colourless at first glance, truly colourless stones are rare. Most have some degree of colour due to the presence of trace elements such as nitrogen (responsible for a yellow tint) or boron (which gives diamonds a blue shade).

During their volcanic journey from the Earth's mantle, diamonds are transported to the surface through kimberlite or lamproite rock. Rough diamonds emerge in all shapes and sizes and no two rough stones are identical.

Inclusions and colour can be difficult to assess in the rough form. Size and shape are typically the best indicators of how the stone will evolve when polished. Appraisers consider all of a rough diamond's characteristics when making an assessment. Their goal is to understand the potential size, shape, clarity and colour, and achieve the best possible outcome for the polished diamond.

INTRODUCTION



“

Diamonds are our space missions to inner Earth, bringing forth small samples of the Earth's rock pristinely in diamond's protective embrace.

”

GEORGE E. HARLOW.

Geologist and
Gemmologist at the
American Museum of
Natural History¹

SOURCES:

¹ Harlow, G. 1998 *The Nature of Diamonds*, Cambridge: Cambridge University Press

THE 4CS

Although every natural diamond is unique, the industry has developed systems that describe and group them according to key characteristics¹. These standardised scales provide professionals and consumers alike with an easy reference for valuation, marketing and selection. The most widely used categorisation system is known as the 4Cs – carat weight, colour, clarity and cut. It was developed approximately 80 years ago by Robert M. Shipley, founder of the Gemological Institute of America (GIA), to help his students remember the core factors that determine a diamond's quality and value.²

However, within the trade nowadays there are approximately 20 attributes to determining the value of a diamond.

4Cs

CUT

Cut evaluates a diamond's craftsmanship and quality of light behaviour, describing its fire, brilliance and proportions.

COLOUR

Colour measures a diamond's absence of colour on a scale of D to Z

CLARITY

Clarity considers a diamond's inclusions and blemishes – internal and external characteristics – and how they affect its appearance.

CARAT

Carat weight is the measurement of how much a diamond weighs in metric carats. One carat is equal to 200 milligrams.³

PREFERENCES AND PRIORITIES

Consumer preferences are as varied as natural diamonds. Some consumers are happy to compromise on one characteristic to accentuate another. They might opt for a lower colour or clarity, so they can secure a larger centre stone or specific cut within their budget.

Preferences also vary significantly across cultures and regions. For example, consumers in China tend to prioritise colour and clarity while those in the US are inclined to favour size. Even so, there are no rules when it comes to consumer preferences, and trends evolve each year within each market.

To create this report, we used data collated by Tenoris from over 2,000 specialty jewellers across the United States relating to natural diamond jewellery sales.

Please note that all data on the characteristics of diamonds refers to the accent or centre stone and that all references to market share and trends are measured in terms of the sales volume (i.e. the number of pieces of natural diamond jewellery sold) unless otherwise stated.

Read on to discover the most important natural diamond trends of 2024.

“

Jewellery has the power to be the one little thing that makes you feel unique.

”

Elizabeth Taylor

SOURCES:

¹ GIA: [Diamond Quality Factors](#)

² GIA: [The History of the 4Cs of Diamond Quality / GIA 4Cs](#)

³ GIA: [What are the 4Cs?](#)

STANDOUT TRENDS OF 2024:

The shift to larger, higher quality diamonds

>1 ct.

Consumers are gradually moving out of their 1-carat comfort zone, choosing larger diamonds for center stones.

+2.7%

The average price of natural diamond jewellery sold across all product categories grew 2.7% to \$2,360 in 2024.

SI to VS

VS-clarity diamonds are gaining in popularity, whereas SIs have long been the sweet spot for the American consumer.

+5.3%

Overall jewellery sales, across all product segments, grew 5.2% in 2024¹.

82%

While rounds still account for 82% of centre stones, ovals and marquises have been gaining share.

Valentine's Day

The average price of natural diamond jewellery sold for Valentine's Day grew by 2.7% to \$2,066.



“

I don't believe there will ever be a day when the desire for a round diamond doesn't outshine other shapes.

”

Heather Ingraham,
Divisional Merchandise
Director of Jewellery,
Bridal and Diamonds,
Hyde Park Jewelers

SOURCES:

¹ US Department of Commerce, Bureau of Economic Analysis.

CUT AND SHAPE

THE MOST COMMON DIAMOND SHAPES

SHAPE	DESCRIPTION
ROUND BRILLIANT	The most popular cut, known for its exceptional sparkle.
PRINCESS	A square cut with sharp corners, offering a modern look.
CUSHION	A square or rectangular cut with rounded corners, resembling a pillow.
OVAL	An elongated round cut that creates the illusion of longer fingers.
MARQUISE	An elongated cut with pointed ends, often making the diamond appear larger.
EMERALD	A rectangular or square cut with step-like facets, known for its elegance.
ASSCHER	A square cut similar to the emerald cut, but with larger step facets.
PEAR	A teardrop-shaped cut combining round and marquise shapes.
RADIANT	A square or rectangular cut combining the brilliance of the round cut with elegance of the emerald cut.
HEART	A romantic cut shaped like a heart.
TRILLIANT	A triangular cut with pointed corners.
BAGUETTE	A rectangular cut with step facets, commonly used as accent stones.

WHY THEY MATTER

A diamond's cut refers to how it interacts with light. The more light the diamond reflects, the more it sparkles. When preparing to place their facets, cutters will always aim to maximise fire, sparkle and brilliance.¹

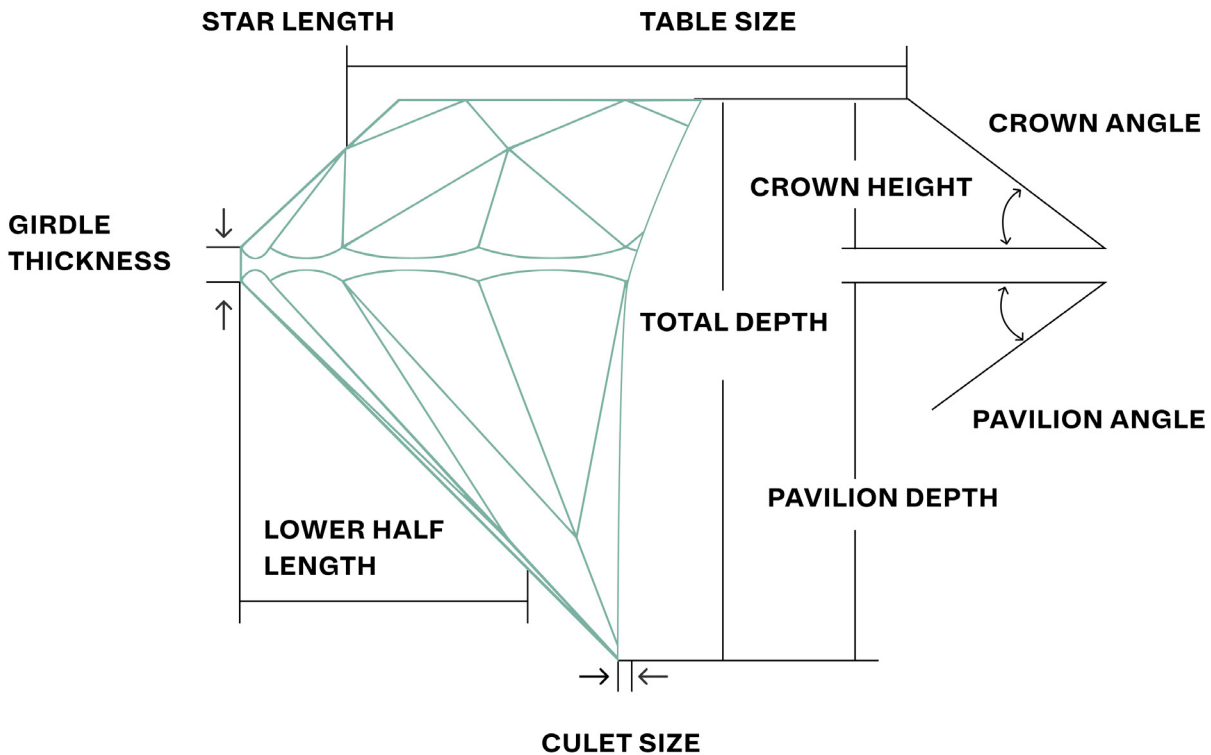
A cut grade is only given to round brilliant diamonds, mainly because they have been standardised to have 58 facets. Belgian engineer Marcel Tolkowsky is credited with developing the round brilliant cut. He used mathematical calculations to understand the optimal proportions that maximised a diamond's brightness, fire and scintillation.

To achieve this signature sparkle, every round brilliant comprises a table (a flat top), crown, pavilion and an optional culet. The girdle separates the crown from the pavilion, or the upper from the lower sections.

The crown makes up the segments between the table and the girdle and a round brilliant cut diamond contains 8 main facets, 8 stars, and 16 upper halves. The pavilion is made up of 16 lower halves and 8 mains, while the culet is the tiny facet at the bottom of the pavilion.²

In addition to the quality of its cut, graders assess the quality of the diamond's polish, or the overall condition of their facet surfaces, as well as its symmetry, an evaluation of the exactness of the shape and the placement of the diamond's facets. Cut, polish and symmetry are graded according to the Gemological Institute of America's (GIA) standards, which are: excellent, very good, good, fair or poor.³ The most well-crafted diamonds get a triple-EX rating, meaning they can be sold for a premium price.

Anything other than a round cut is considered a fancy shape. They don't have the same standardised facet arrangement so are not given a cut grade but are still assessed for cut style, polish and symmetry.



CREDIT: [DIAMOND CUT: ANATOMY OF A ROUND BRILLIANT](#), GIA EDUCATION

SOURCES:

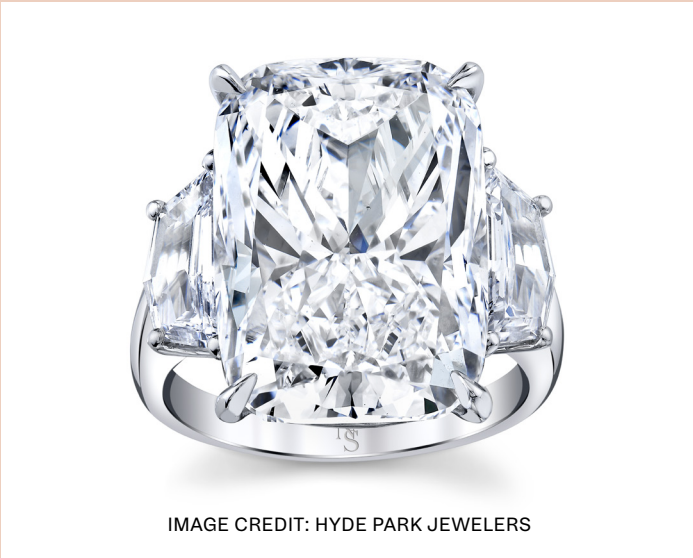
¹ GIA: [GIA 4Cs Cut](#)

² GIA: [Diamond Cut: Anatomy of a Round Brilliant](#)

³ GIA: [GIA Diamond Grading Reports: Understanding Diamond Grading and Cut Grades](#)

SHAPING TRENDS

Rounds remain the mainstay of the market, accounting for 82% of the centre stones used in natural diamond jewellery in 2024. At the same time, more consumers are choosing to express their individuality through fancy shapes, particularly favouring elongated silhouettes that extend the look and elegance of the hand.



“

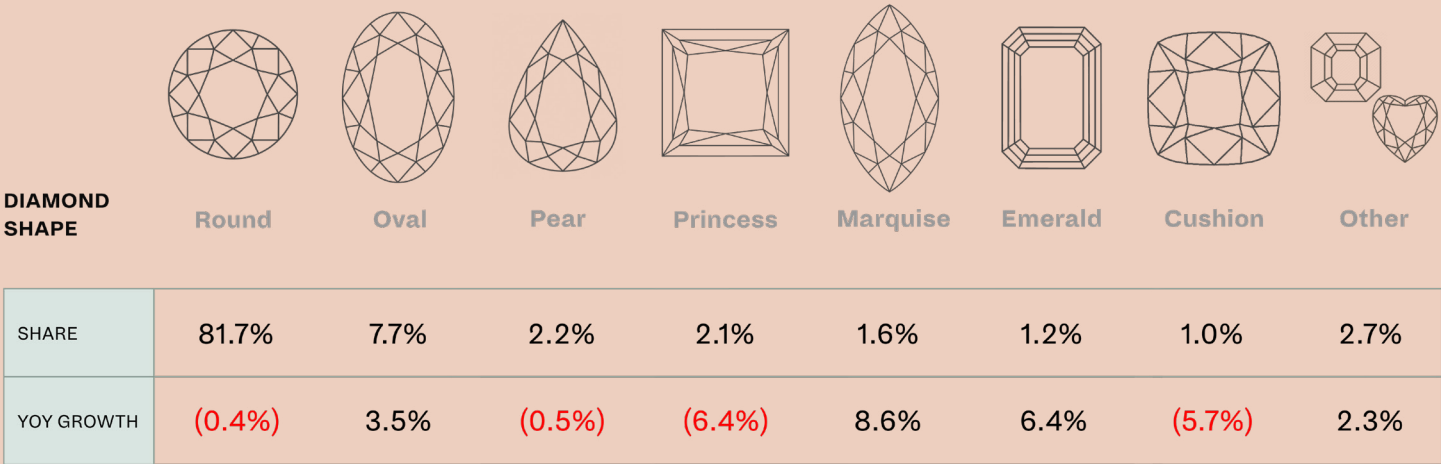
We continue to see more interest in elongated shapes such as oval, cushion and radiant. These shapes allow clients to express their personality and individuality by choosing a style that is less traditional. In fact, the more elongated the better, with ratios being pushed to the extreme to achieve the desired aesthetic.

”

Heather Ingraham,
Divisional Merchandise Director of Jewellery,
Bridal and Diamonds,
Hyde Park Jewelers

Oval, marquise and emerald gained market share with steady growth during the year. Oval shapes held almost 8% of the market. Marquise and emerald still account for a small portion of natural diamond jewellery demand, as do pear, princess and cushion cuts.

MOST POPULAR SHAPES IN DIAMOND JEWELLERY



OVALS ASCEND

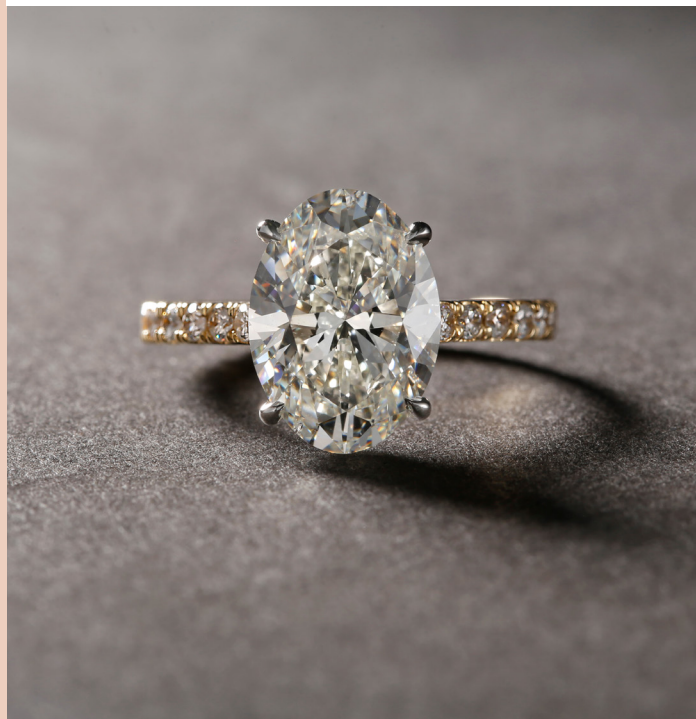
Ovals are trending right now, but, as one of the oldest diamond shapes, they're anything but a fad. This cut first appeared in the 1700s when the brilliant faceting style was first introduced. Brilliant-cut cushions were the most common shape at the time as cutters tended to follow the outline of the rough crystal, but other shapes were also available, including ovals.¹

Perhaps the most famous oval diamond is the Koh-i-Noor. Cut from a rough diamond weighing an astonishing 186 carats, this stellar brilliant oval cut stone was presented to Britain's Queen Victoria in 1850. As part of the British Crown Jewels, on display in the Tower of London, the Koh-i-Noor is arguably the most viewed diamond in history.

Ovals' popularity surged again in 1957 with the creation of the modern ideal oval cut by Lazare Kaplan. There was also a resurgence in the late 1990s as consumers sought alternatives to round brilliant solitaires.

16% VS 7%

OVALS FEATURE IN 16% OF DIAMOND ENGAGEMENT RINGS AND 7% OF NON-BRIDAL DIAMOND JEWELLERY



“

It's easy to see why oval diamonds have finally come into their own. Ovals stretch elegantly across a finger, giving the illusion of elongating the hand. They are the proverbial classic with a twist that is so hot in fashion. Versatile in design, ovals look good in any style of engagement ring, from elaborate to a prong setting²

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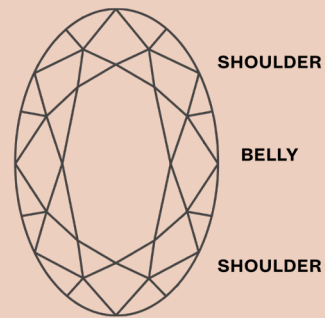
Marion Fasel,
Author of *The History of Diamond Engagement Rings: A True Romance*

THE FRAMING OF OVALS

Conceptually, an oval can be considered a stretched-out round. In fact, that's part of its appeal. It has a larger surface area than a round diamond of the same carat weight which makes it appear larger.

The highest quality oval diamonds are both symmetrical and well proportioned. These stones are divided into parts including the “head” or “end” located at either tip of the stone, the “shoulder”, which is the curved portion connecting the tips to the “belly,” which is where the sides curve out the most.

HEAD OF END



HEAD OF END

CREDIT: [GIA.EDU](https://www.gia.edu), GIA EDUCATION

Like rounds, ovals are typically cut in the brilliant faceting style. The most appealing ovals are symmetrical, meaning that the head and the end are aligned, as are the bellies on either side, while the shoulders are set in proportion to the rest of the shape.

As with most fancy shapes, the length-to-width ratio is an important consideration but has also proven to be subjective as there isn't a "perfect" ratio for a fancy shape. A ratio of 1.3 to 1.6 is recognised as the traditional range for ovals. In recent years, a ratio of up to 1.7 has become more common as elongated styles have gained popularity.¹

SOURCES:

¹ [Oval Cut Diamond Buying Guide | Key Factors & Things to Consider | GIA 4Cs](#)

² [The Ovaltines: A Spotlight on Oval-Shaped Diamond Engagement Rings](#)

GIA COLOUR SCALE

D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
COLORLESS			NEAR COLORLESS			FAINT			VERY LIGHT			LIGHT										

COLOUR



COLOURLESS DIAMONDS: LESS IS MORE

Natural diamonds come in every colour of the rainbow, ranging from red, orange, yellow, green, blue, purple to violet – “fancy colour diamonds”. Different colours can possibly be combined inside the same diamond to form a delicate greenish yellow color, or a purplish blue color, for instance. In addition, the saturation of all these hues may vary from very light to vivid, thus giving rise to a pink colour or vivid red colour. Also appreciated are colourless diamonds with a relative absence of colour. The two families of diamond are assessed for colour in very different ways. The value of colourless stones increases the more transparent they are, while the more saturated a fancy diamond’s hue is, the more it is worth.¹

Even diamonds that are classified as colourless contain a small amount of colour, which is usually yellow or brown, due to the presence of trace elements that are considered impurities or internal structural defects. Nitrogen is the most common trace element and gives the diamond a yellow tint, while boron is rarer and causes shades of blue.²

The GIA developed its diamond colour scale in the early 1950s. The institute opted to begin its colour scale with D, rather than A, to differentiate it from other grading systems which were based on

alphabetic or numerical measures. Historically, metaphoric terms such as “river” and “top wesselton” described the most colourless diamonds. Coloured natural diamonds have also been categorised by the geographic location or mine where similar gemstones were commonly found.³ The introduction of the GIA’s system brought a more formal, universal structure to help classify diamonds by colour.

Colourless diamonds are measured according to the strength or lack of yellow or brown tint on a scale of D to Z. A grading of D means the diamond has no visible colour and very little trace elements, giving it the clearest hue.⁴ Such colourless diamonds are very rare, making this colour grade highly valuable.

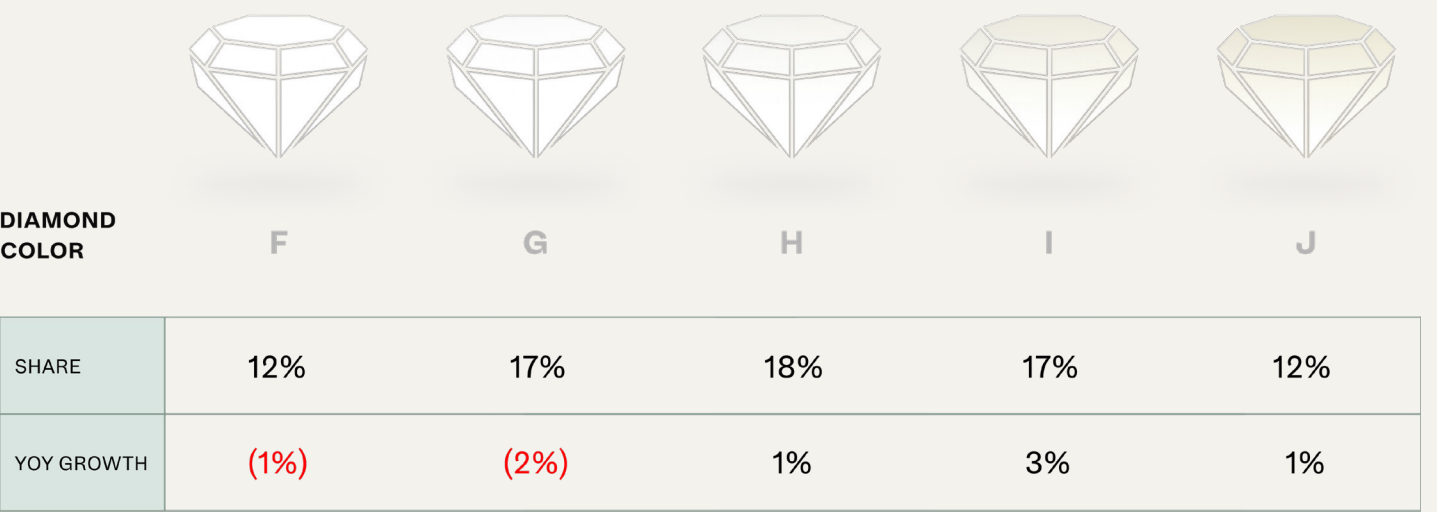
On the opposite end of the spectrum, diamonds with a Z grading have enough trace elements to give the diamond visible yellow or brown colour. Beyond Z, you enter into the spectrum of yellow or brown diamonds, with enough colour to be considered ‘fancy.’ The more colour they have the rarer they are.

You can learn more about fancy colour diamonds in our upcoming report.

COLOUR TRENDS

Diamonds with a grading of G to I on the GIA’s colour scale have consistently been popular with American consumers, with very minor fluctuations in preferences over the years. Combined, these colours accounted for 52% of the market in 2024, in line with their share during the previous year. D- and E-grade diamonds are very rare in nature, so they account for a small portion of supply, and consequently of sales.

THE TOP 5 MOST COMMON COLOR GRADES



Data refers to market share and growth when measured by sales volume.

SOURCES:

¹ GIA: [Coloured Diamonds](#) / [Fancy Coloured Diamonds - GIA](#)
² Sotheby's: [How Coloured Diamonds Get Their Hue](#) / [Sotheby's Maison, Hong Kong](#) / [Sotheby's](#)
³ GIA: [Why Start with "D"?](#) / [GIA 4Cs](#)
⁴ GIA: [GIA 4Cs Colour D-to-Z or Diamond Colour Chart: The Official GIA Colour Scale](#) / [GIA 4Cs](#)

NATURE’S FOOTPRINT



A natural diamond’s long and arduous journey to Earth’s surface leaves each stone with a distinct birthmark. These markings are known as inclusions when detected inside the diamond, while external marks are referred to as blemishes.

A common misconception is that inclusions are a flaw in the diamond, but they often form beautiful, striking shapes. Inclusions are also a valuable source of scientific information, offering a rare insight into Earth’s mantle, its composition and its impact on the movement of continents and oceans by plate tectonics¹.

More than any other aspect, inclusions connect the owner of a natural diamond to the roots and origins of our planet over a billion years ago.

Regardless, the most valuable diamonds contain fewer inclusions and clarity is measured accordingly. Graders assess clarity using a loupe with a magnification of 10 times. There are 11 grades on the GIA clarity scale:²

CLARITY

THE GIA CLARITY GRADING SYSTEM

GRADE	GRADE SYMBOL	DESCRIPTION AFTER OBSERVATION UNDER A 10X LOUPE
Flawless	FL	The clearest diamonds with no inclusions or blemishes
Internally flawless	IF	No inclusions and only blemishes evident
Very very slightly included	VVS1-VVS2	Inclusions are difficult to see
Very slightly included	VS1-VS2	Inclusions are minor and range from difficult to somewhat easy to see
Slightly included	S1-SI2	Inclusions are noticeable
Included	I1, I2, I3	Diamonds with obvious inclusions

CLARITY TRENDS

THE TOP 5 MOST COMMON CLARITY GRADES

CLARITY GRADE		SHARE	YOY GROWTH
	VS1	12%	15%
	VS2	19%	8%
	SI1	30%	1%
	SI2	27%	(11%)
	I1	7%	(14%)

In 2024, there was a shift toward better clarity diamonds. While SI-clarity has been the staple of the US market for decades, and still accounts for over half of all purchases, more consumers are now opting for VS-clarity stones. Demand for natural diamond jewellery with VS1-clarity centre stones grew 15% and VS2 rose 8% during the year. In contrast, sales of SI1 clarity stones increased 1%, SI2 fell 11% and I1 declined by 14%.

Natural diamonds are generally rarer and more valuable the closer they are to flawless. Diamonds with a grade of VVS, and especially IF and FL are extremely rare. The highest grades naturally account for a smaller portion of the market, with less than 0.5% of diamonds falling into the IF category.³

Data refers to market share and growth when measured by sales volume.



SOURCES:

¹ Gem-A: [Beginners Guide: Interesting Inclusions in Diamonds](#)
² GIA: [GIA 4Cs Clarity](#)
³ IGS: [Are Flawless Diamonds Perfect](#)

CARAT WEIGHT

GAINING POINTS

Diamond weight is measured in carats – a unit only used in the jewellery world. The word carat comes from keration, the Greek name for the carob tree. Early gem traders used carob seeds as counterweights in their balance scales, as there was little variation in their weight of approximately 0.2 grams.

To bring more consistency to gemstone and precious metal measurement, a carat weight was standardised at 0.2 grams and adopted by the United States in 1913.

A carat is divided into 100 points. Members of the trade refer to diamonds below 1 carat by their point value.¹ For example, a 0.70 carat stone will be referred to as a 70-point diamond, or a 70 pointer.

Polished diamonds can be as small as one point (0.01 carat) and as large as 100+ carats. The largest polished diamond produced to date is the Golden Jubilee, a 545.67-carat, fancy yellow-brown diamond which is part of the Thai Crown Jewels. It is followed by the Great Star of Africa, a 530.4-carat, colourless diamond considered a highlight of the British Royal Family's priceless Crown Jewels. Also known as Cullinan I, the Great Star of Africa is cut from the historic Cullinan Diamond, which, at 3,106 carats, is still the largest rough diamond ever found.

Smaller diamonds with exceptional clarity or colour can command higher values than larger, poor-quality stones. Typically, though, the larger the carat weight, the rarer and more valuable the natural diamond. In fact, only one in a million rough diamonds yield 1 carat or larger when polished.²



1.07 cts.

*Average carat weight for
diamond engagement rings*

0.68 cts.

*Average carat weight for
non-bridal diamond jewellery*

SIZE TRENDS

US consumers are gradually shifting toward larger accent stones featured in natural diamond jewellery. There was a significant increase in demand for the 2 to- 2.24 carat range in 2024. Sales for that category grew 18% and accounted for 10% of the market. The most popular centre stones were between 1 to 1.04 carat, with 15% share, although demand for that category fell 8% during the year.

SOURCES:

¹ GIA: [4Cs Carat Weight](#)

² Forevermark: [How Rare Are Diamonds?](#)

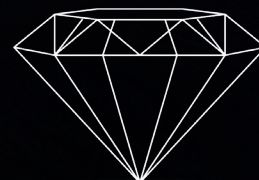
“

Engagement rings typically feature diamonds ranging from 1.2 to 1.5 carats, striking a balance between presence and practicality. For earrings, sizes between 0.50 to 0.75 carats per stone are most in demand, offering elegance with everyday wearability.”

Marco Miserendino,
President & CEO of Bijouterie
Italienne

”

THE TOP 5 MOST POPULAR SIZE RANGES FOR CENTRE STONES



SIZE

0.70-0.79

1.00-1.04

1.20-1.29

1.50-1.59

2.00-2.24

SHARE

7%

15%

8%

11%

10%

YOY GROWTH

(11%)

(8%)

(1%)

9%

18%

Data refers to market share and growth when measured by sales volume.

SHARE OF NATURAL DIAMOND
JEWELLERY SALES BY VALUE

33%
Bridal

67%
*Other fine diamond
jewellery*

DIAMOND ENGAGEMENT RINGS

+31%
average price increase

The average price of wedding sets increased 31% in 2024. The increase was mainly due to a rise in the average size of diamonds and a notable change in the type of metal used.

STYLES AND TRENDS

AN INDUSTRY FOUNDATION

Natural diamond jewellery sales at retail fall into two main categories: bridal – including engagement rings, wedding sets and wedding bands – and non-bridal fine diamond jewellery. Non-bridal makes up the majority of natural diamond jewellery sales, accounting for 85% of pieces sold and 67% of sales value in 2024. However, the bridal category is considered the foundation of the diamond market as the engagement ring is typically the first and most important diamond purchase for many consumers.

The most common range of diamond engagement rings lie within 1 to 2 carat size, G to I colour, VS to SI clarity. There was a slight increase in average size during the year as the average carat weight of diamond engagement rings rose 4.6% to 1.07 carats.

CELEBRITY INFLUENCE

Since the early 20th century, celebrities have highlighted engagement ring trends and created iconic moments for different shape diamonds.

Emerald-cut diamonds became the shape of the moment back in 1956 when Prince Rainer of Monaco proposed to Grace Kelly with a 10.47 carat, emerald cut Cartier engagement ring.¹ That same year, film producer Michael Todd gifted Elizabeth Taylor with a 29.4 carat, emerald cut diamond, which she later referred to as “my ice-skating rink.”²

In fact, many of the most famous diamond engagement rings have been square cuts. Other examples include the 40.42 carat, emerald cut Harry Winston diamond ring that Aristotle Onassis presented to Jackie Kennedy Onassis when he proposed in 1968. Actor Marc Anthony gave Jennifer Lopez an 8.50-carat, radiant cut blue diamond in 2004.

More recently, ovals have stood out – with A-list names like Serena Williams and Hailey Bieber saying yes to oval-shaped rings. Lady Gaga graced the red carpet wearing a massive oval-shape diamond engagement ring, estimated at around 20 carats.

Last year saw more diversity among celebrity engagement rings. Zendaya was proposed to with a 4-carat East-West set elongated cushion cut natural diamond, Selena Gomez was spotted wearing a 3-carat marquise cut, Adele flashed a pear-shaped natural diamond of approximately 10 carats, and Emma Roberts sparkled with a 6-carat vintage Old Euro cut diamond.³

STYLES & SETTINGS

Design is an incredibly personal aspect of an engagement ring, so it's a challenge for jewellers to filter through the broad range of styles and find the right fit for their customer. Consumers still choose everything from modern minimalist to artisan style to colourful and classic designs. Understanding their taste can help jewellers point the couple towards common styles.⁴

They could opt for halo-set diamond rings – a classic style in which the centre stone is surrounded by one or more rows of smaller diamonds. The couple might also want to work directly with the artisan to craft a unique piece especially designed for them. In recent years, east-west diamond rings have crept into many designs, providing a striking setting in which the stone is placed horizontally. The couple might consider creating a harmonious look across the bride's engagement ring and his and her wedding bands. Of course, any possible combination of shapes and materials can be used to highlight the natural diamond in a unique way.

Engagement Rings Trends

TOP SELLER DIAMOND ENGAGEMENT RINGS

AVG PRICE	\$6,750
MOST POPULAR SHAPE	round 62%
	oval 16%
MOST COMMON COLOUR	H
MOST COMMON CLARITY	SI1

SOURCES:

¹ The Jewellery Editor: [Grace Kelly's Engagement Ring](#)

² The Adventurine: [Elizabeth Taylor's Biggest Engagement Ring](#) and [The History of Diamond Engagement Rings: A true Romance Book by Marion Fasel](#) [The History of Diamond Engagement Rings' Book: Pre-Order Now!](#)

³ Only Natural Diamonds: [Every Major Celebrity Engagement In 2024 and Their Natural Diamond Rings](#)

⁴ Only Natural Diamonds: [Engagement Ring Styles and Settings](#)

HOW CONSUMERS ARE ACQUIRING NATURAL DIAMONDS TODAY

Valentine's Day Trends

TOP SELLER NATURAL DIAMOND RINGS

AVG PRICE	\$2,066
AVG PRICE YOY	+2.7%
MOST POPULAR SHAPE	round 78%
AVG TOTAL CARAT WEIGHT	0.62 carats
AVG TOTAL CARAT WEIGHT YOY	+2.5%

SEASONALITY OF SALES

Consumers still prize natural diamonds for their unique and timeless status as an emotional gift to celebrate life's milestones. More consumers are buying themselves diamonds, too, as female self-purchases have emerged as a driver of growth in recent years. People still enjoy diamonds across all platforms, whether they visit their local jeweller, browse online, discuss them within their immediate circles or interact with them on social media.

Seasonality plays its part in the jewellery industry, even if sales are more evenly spread throughout the year than they used to be. Christmas remains the peak season for jewellers, and 31% of natural diamond jewellery sales in 2024 happened during the November-December holiday period. Mother's Day and Valentine's Day are also popular periods for buying diamonds.

“

“Women love earrings, which not only express who they are but can add to an outfit or hair style. Studs, hoops or dangles are all an important part of a women's wardrobe, as well as white and yellow metals. We find that this category is a big self-purchase category as well.”

John Green,
President and CEO of Lux Bond & Green

”

WHAT’S HOT?

Jewellery will always be an integral part of fashion, and the two industries tend to move in sync with each other. That was certainly true in 2024, when *Vogue* famously declared the hottest fashion trend to be “no trend at all”.¹ In jewellery too, consumers were playful with their style choices, mixing metals and minerals and trying less conventional designs that reflected their personalities rather than trends.

Even so, three jewellery styles stood out:²

- 1. Fancy shapes like pear, marquise, emerald, oval and other non-round cuts helped consumers express their authenticity and originality
- 2. Diamond chokers were popular on the red carpets, influencing consumers to snap up this accessory that’s ideal for both extravagant occasions and everyday wear
- 3. Diamonds were increasingly paired with pearls as a symbol of sophistication and style

When it comes to product categories, rings remained most popular, accounting for 40% of natural diamond jewellery sales volume in 2024, followed by earrings. Bracelets, while representing just 9% of jewellery pieces sold, were the fastest growing category which can be connected to female self-purchases that have also emerged as a driver of growth in recent years.



JEWELLERY CATEGORY					
	Ring	Earring	Necklace	Pendant	Bracelet
SHARE 2024	40%	21%	17%	13%	9%
AVG PRICE 2020	\$1,938	\$1,504	\$1,157	\$787	\$2,417
AVG PRICE 2024	\$2,277	\$1,764	\$1,694	\$962	\$3,139

SOURCES:

¹ Vogue Business: [2024’s hottest fashion trend? No trend at all](#)
² Only Natural Diamonds: [Must-See: Jewellery Trends 2024](#)



NATURAL DIAMONDS

REAL. RARE. RESPONSIBLE.

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