



African Diamond Conference *Online*

The Polished Diamond Market Today

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Diamonds' BC, DC, and AC*

*BC=Before COVID, DC=During COVID & AC=After COVID



Retail Activity Picking Up

US

- Jewelry business closures slowed in Q2, as many stores didn't operate
- Jewelry sales declined 9.3% year over year (Jan-Aug)
- Share of wallet is up, indicating preference for “fewer, better things”

China

- Retail open with few restrictions
- Strong demand for brands

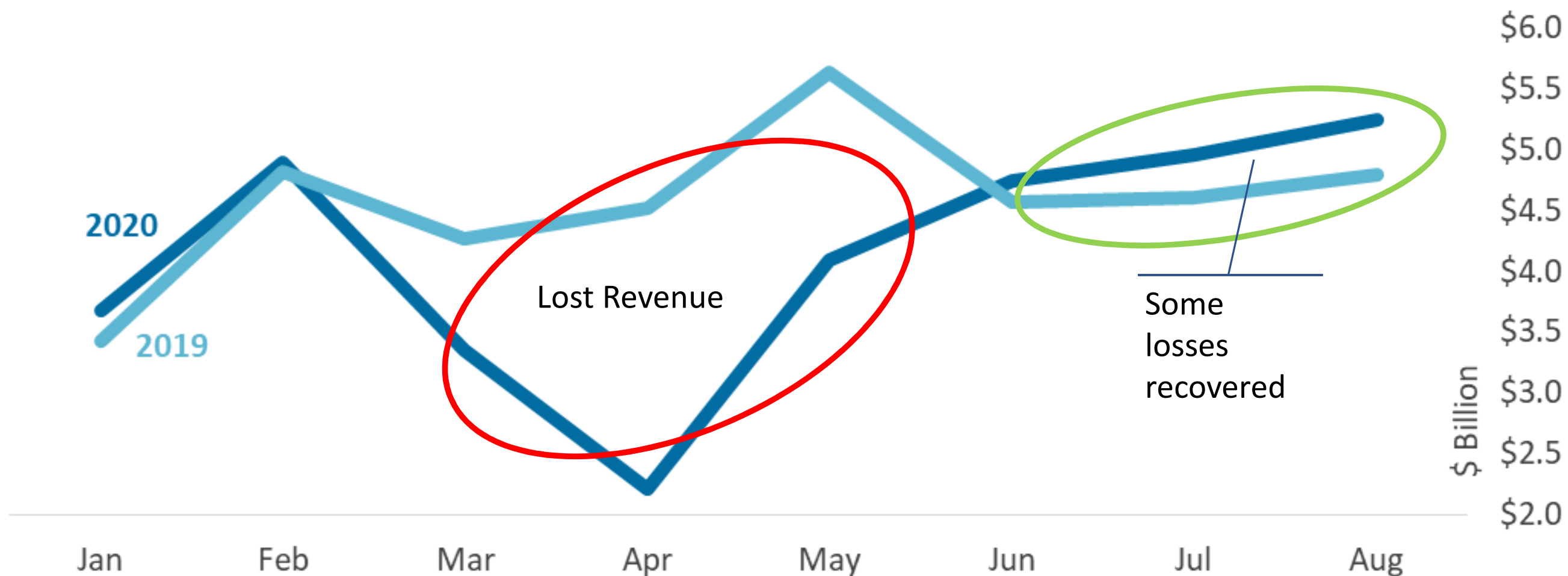


**PULL
HANDLE**



Jewelry Sales Rebound After Pandemic Shock

US Jewelry Sales

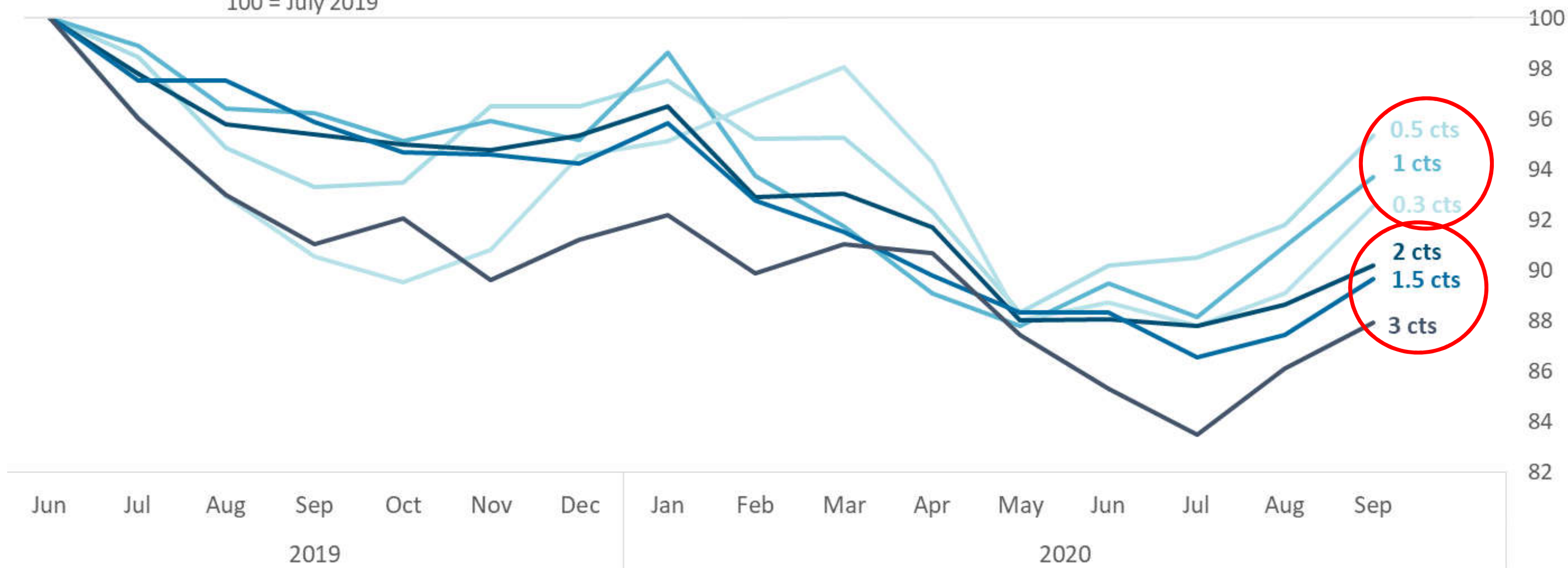




Rising Demand Pushed Up Prices in Aug & Sep

Wholesale Polished Diamond Price Trends by Size

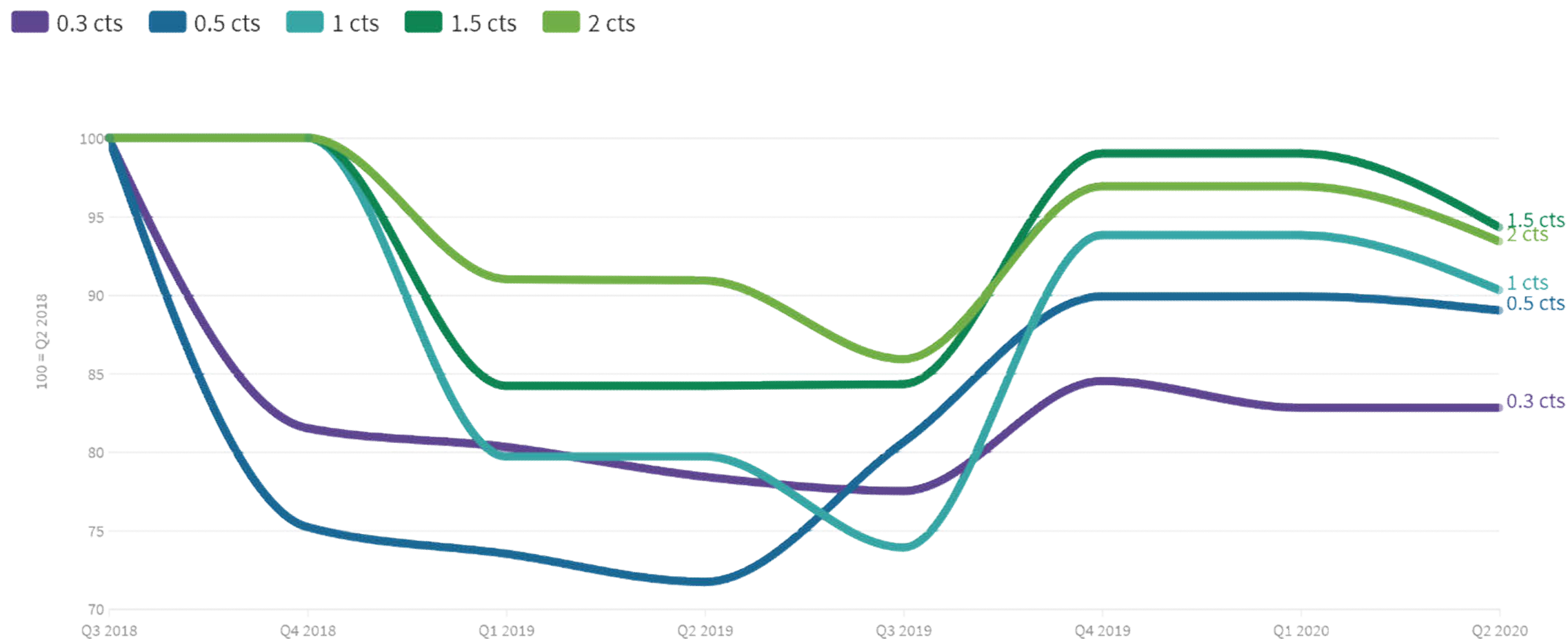
100 = July 2019





LGD Prices Softened in Q2 and Firmed Up in Q3

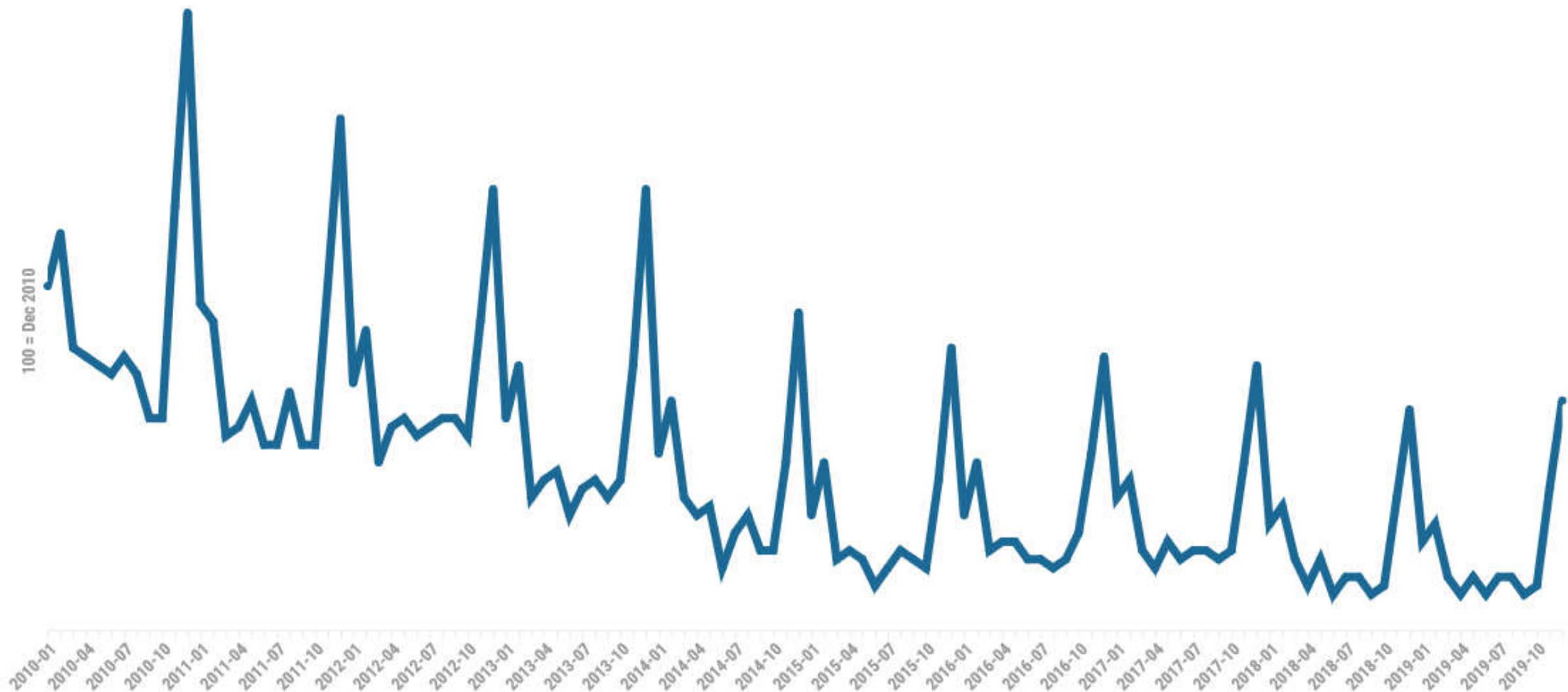
Polished LGD Wholesale Transaction Price Index





A Decade of Declining Interest

Global Search Trend: “Diamond Jewelry” • January 2010-December 2019

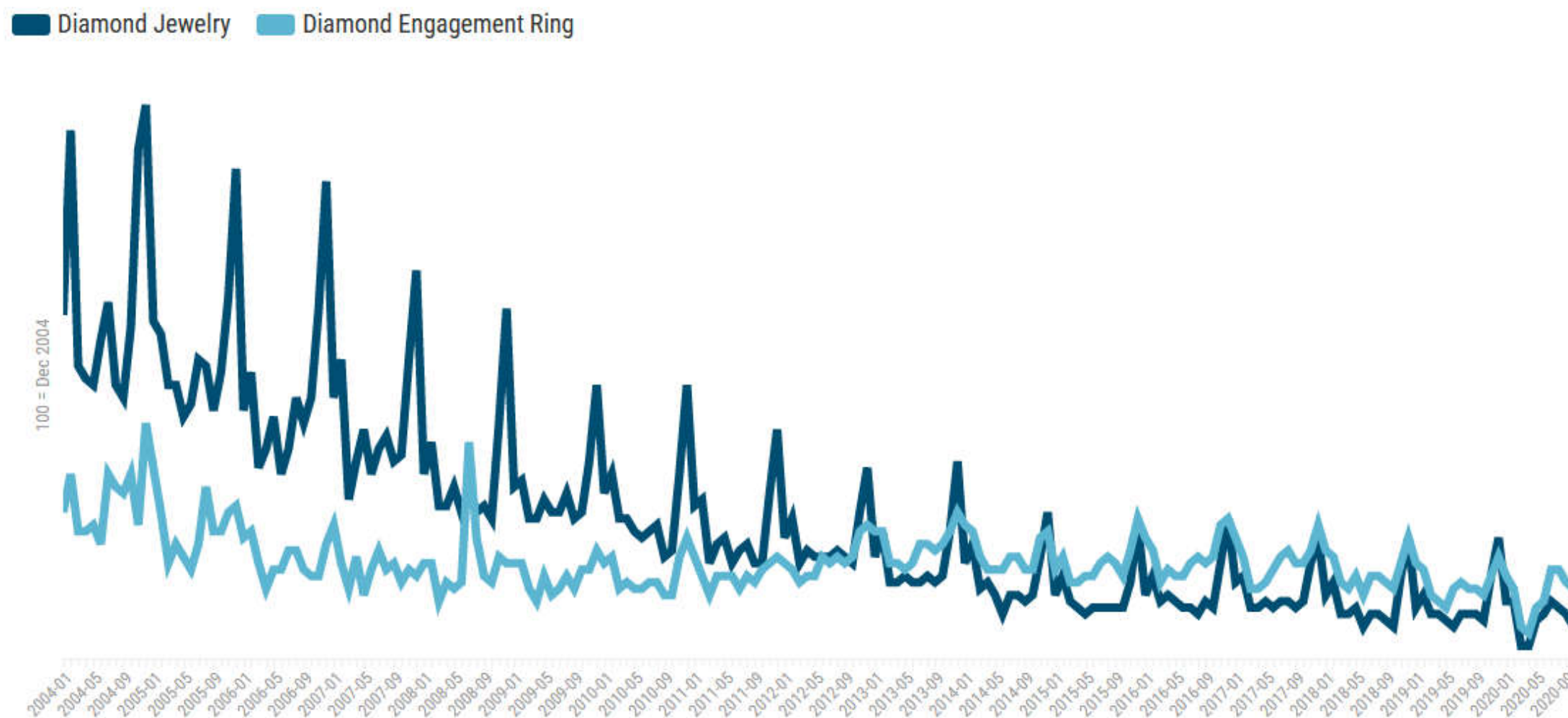


Source: Google Trends



15 Years of Declining Interest

Global Search Trend: "Diamond Jewelry" & "Diamond Engagement Ring" • Jan 2010-Oct 2020

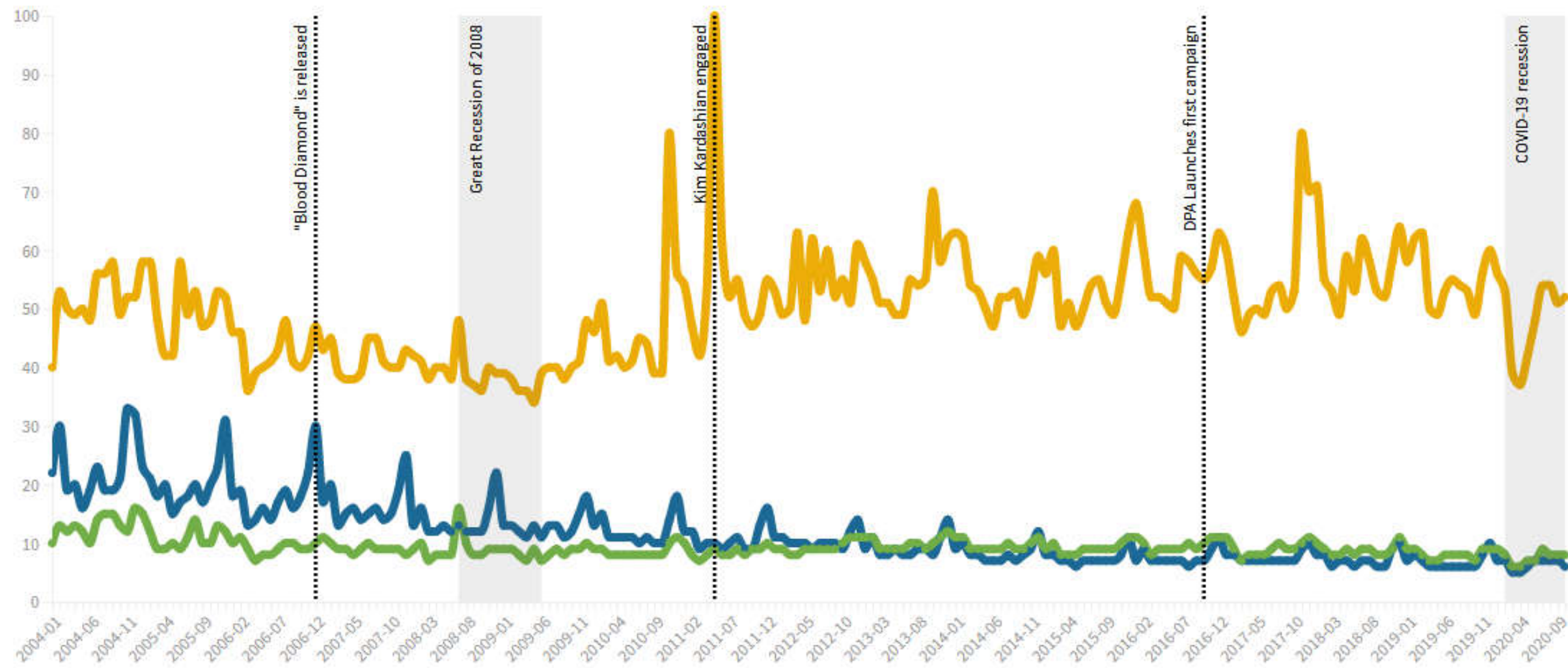




Engagement Rings In Rising Interest

Google Trends: Diamond Jewelry, DERs, and Engagement Rings • Jan 2004-Oct 2020

■ Diamond jewelry ■ Diamond engagement ring ■ Engagement ring





Producing Countries Promotion Role

- Marketing the category is vital
- Every section of the diamond pipeline can and should contribute

Contribution formats:

- Success stories
- Highlight benefits
- Financial contribution to marketing campaigns

Benefits:

- Better retail sales = higher revenue for producing countries to invest in **education, health care, infrastructure, and the future**





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Producing Countries Promotion Role

Turning DC Malaise into AC Well Being





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Thank You



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