



African
Diamond Conference
Online

**Synthetic Diamonds:
State of Affairs**

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Conclusion

- Synthetic diamonds have grown exponentially since the last African Diamond Conference, however remain relatively small compared to the natural diamond market.
 - Synthetic diamond demand is still mostly driven by retailers rather than by consumer demand.
 - Acceptance by **US majors** has led to substantial growth.
 - Move from fashion jewellery into **bridal jewellery**.
 - Marketing focused on 'love' and 'emotion'.
 - Prices both at B2B as well as B2C level are continuously dropping.
 - Production capacity up and can be further scaled up if demand grows.
 - Project Assure: "Universal standard to test the performance of Diamond Verification Instruments in a consistent manner"
 - Patent infringements could temporary hamper growth of CVD diamonds.
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