

The Future is Bright and Digital

Technology Helps Bring the Product Home



ONLINE

- Online sales represent 13% of the global market for fine jewelry and 5% for watches¹⁵
- Customers prefer to shop in-store for jewelry, but online sales are rising¹²
- In 2021, 31% of new diamond acquisitions by women and 25% of sales contained an online component¹¹
- 49% of diamond pieces were researched online¹¹

25%

Of diamond jewelry sales occurred online in the US in 2021¹¹



