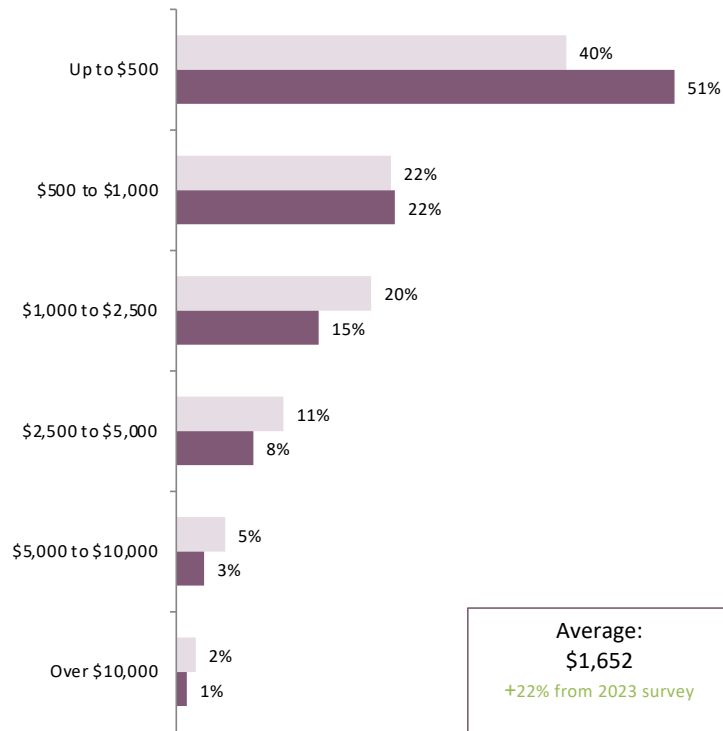




Online spending budgets have increased by 22%, while online shoppers prefer to buy direct from brands or their local jeweler

Online Shopping Budget

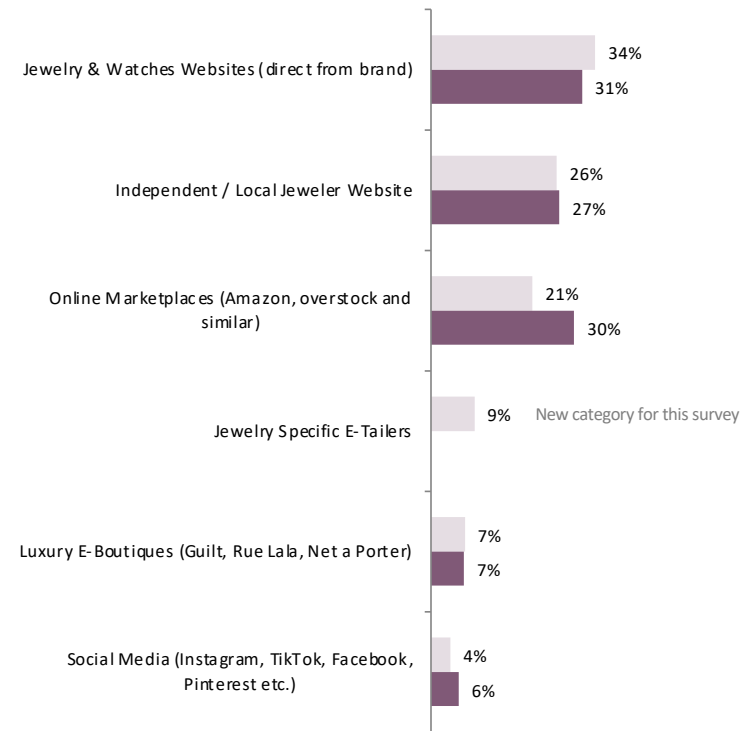
If you were to shop for jewelry online, what would be your budget?



Average:
\$1,652
+22% from 2023 survey

Online Channel Preferred

If you buy or browse online, which channel is preferred for fine jewelry purchases?



Survey February 2025 Survey February 2023