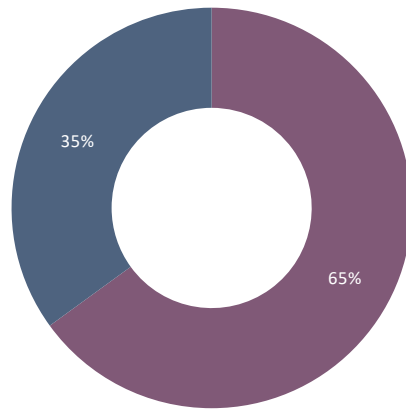




65% of respondents seek birthstone designs.
Bright-colored gemstones have gained popularity, becoming
the preferred option, along with pear-cut shapes

Seek Out Jewelry with Birthstone?

Do you seek out jewelry that has your birthstone in the design?



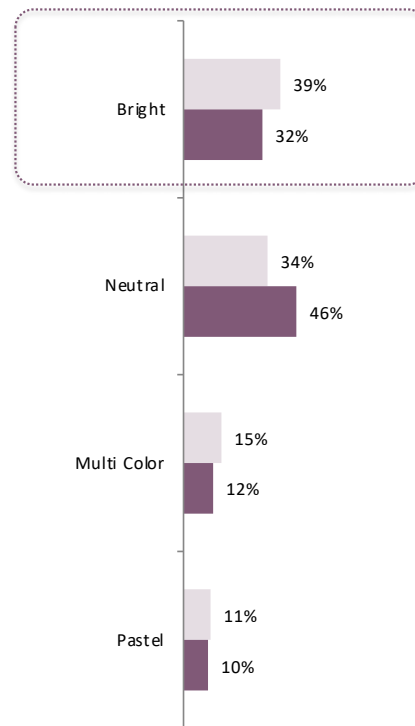
Yes
No

Survey February 2025

Survey February 2023

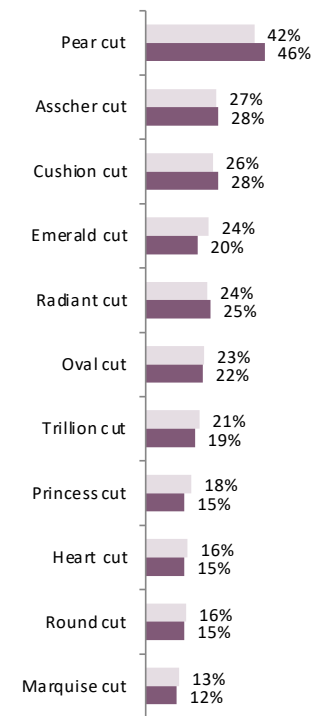
Gemstone Color Preferences

Please rank in order of preference when buying color gemstone jewelry what color palette do you most prefer:



Gemstone Shape Preferences

When buying colored gemstone jewelry what shape do you most prefer? (Please, choose all that apply)

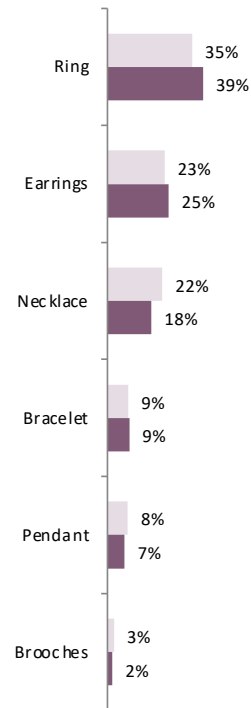




Ruby, Emerald and Sapphire remain most popular, with color preference and birthstone guiding choice

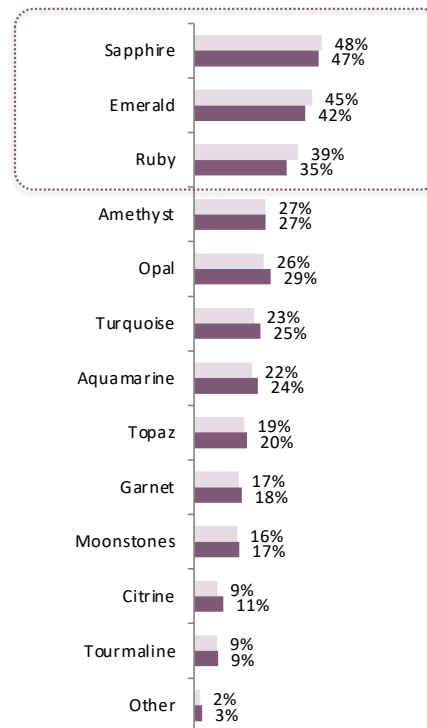
Gemstone Piece Preferences

Please rank in order of preference, when buying color gemstone jewelry, what kind of jewelry pieces do you prefer:



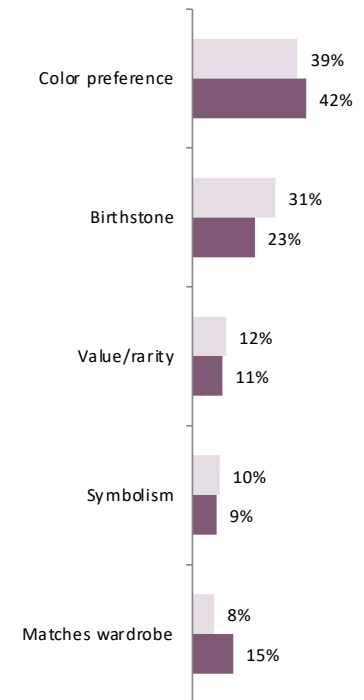
Stone Preferences

When buying color gemstone jewelry which gemstone do you most prefer? (Please, choose all that apply)



Reason for Gemstone Color Preference

When buying color gemstone jewelry, why do you select one color over another?



Survey February 2025

Survey February 2023