


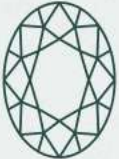











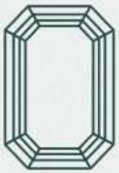










Round Diamonds Account for 82% of the U.S. Center Stones Diamond Market in 2024

Using data collated by Tenoria from over 2,000 jewelers across the U.S. on natural diamond jewelry sales, the Natural Diamond Council created a recap of the 2024 most popular diamond shapes in jewelry.

DIAMOND SHAPE		U.S. MARKET SHARE*	YOY GROWTH
	Round	 81.7%	 -0.4%
	Oval	 7.7%	 3.5%
	Pear	 2.2%	 -0.5%
	Princess	 2.1%	 -6.4%
	Marquise	 1.6%	 8.6%
	Emerald	 1.2%	 6.4%
	Cushion	 1.0%	 -5.7%
	Other	 2.7%	 2.3%

*Data refers to market share and growth when measured by sales volume.
Other shapes include asscher-cut, radiant, heart, baguette, trillion, and many more.

