



# *Consumer Buying Behaviour & Jewellery Trends*

## **Retail Insights for 2026**

Understanding how customers are choosing, spending, and shopping today



## **What Influences Jewellery Purchases Today**



### **Self-Purchase is Rising**

Customers are buying jewellery for themselves, not only for weddings.



### **Occasion to Everyday**

Fine diamond jewellery is moving beyond bridal into daily wear.



### **Emotional Milestones**

Jewellery is increasingly linked to personal achievements and gifting.

# Price Sensitivity & Value Perception

## Awareness of Gold Rates

Customers track gold prices before purchasing.

## Design Over Weight

Preference is shifting from gram-based buying to design-based selection.

## Entry-Level Diamond Growth

Lightweight diamond pieces are attracting first-time buyers.

## Younger Buyer Influence

### Gen Z & Millennials

Prefer minimal, wearable designs.



### Budget-Conscious Luxury

Looking for affordable fine jewellery rather than heavy investments.

### Digital Research

Customers compare styles and prices online before store visits.



## Product Category Trends – 2026



Stackable Rings



Lightweight Necklaces



Everyday Studs



Minimal Bridal Sets



Gifting-Focused Collections

Demand is shifting toward versatile collections.

# Material Preference Trends



## ✦ Gold

Still strong for weddings and investment buying.

## ✦ Diamond

Growing in daily wear and self-purchase categories. Retail strategy is moving toward balanced assortment.

# Retail Implications

✦ Wider price range is essential

✦ Lightweight collections increase rotation

✦ Design differentiation drives repeat visits

✦ Diamond Jewellery assortment supports modern demand

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CONSUMER BEHAVIOUR IS EVOLVING.  
INVENTORY STRATEGY MUST EVOLVE WITH IT.

