

**IIJS**  
INDIA INTERNATIONAL  
JEWELLERY SHOW  
SIGNATURE 2024  
30<sup>th</sup> - 31<sup>st</sup> January 2024  
Jio World Convention Centre- Mumbai  
Bombay Exhibition Center - Mumbai

Concurrent Show  
**IGJME**  
INDIA GEM &  
JEWELLERY  
MACHINERY EXPO  
30<sup>th</sup> - 31<sup>st</sup> January 2024  
Bombay Exhibition Center - Mumbai

Supported by  
  
Department of Commerce  
Ministry of Commerce & Industry,  
Government of India

**GJEPC**  
INDIA  
Sponsored by Ministry of Commerce & Industry  


## VIEWPOINT

# Devansh Shah Explores Consumer Sentiments Amid Price Hikes

**Devansh Shah, Partner, Venus Jewel,** unravels the factors driving the recent surge in polished diamond prices and shifting consumer preferences. He believes that despite the ascent in prices, the consumer demand for diamond jewellery persists, underpinned by the anticipation of natural diamonds appreciating steadily in value due to their perceived scarcity.



**Can you provide insights into the recent surge in polished diamond prices, particularly the factors that have contributed to this increase?**

In several niche areas, the supply of diamonds is notably lower, whereas there is a surge in seasonal demand for these precious stones in the USA and other countries.

**How have the supply-demand position improved, and what role did the halt in rough diamond imports play in balancing the industry's growth?**

There is still a surplus of inventory in many areas due to the extended slowdown going on since more than a year. The responsible manufacturing from all diamond crafting units has played and should continue playing a key role in rebalancing the equation.

**Can you explain why the consumer demand for diamond jewellery remains robust despite the price increase?**

According to consumer opinion, the price of natural diamonds is anticipated to steadily appreciate in the future due to their scarcity which is expected to sustain their high value.

**Has polished diamond demand picked up in key markets like the US, China, and Hong Kong?**



The United States has always been one of the most prominent markets in the world. However, the Covid-19 pandemic affected all countries, including the US. Despite this setback, there are signs that the USA will gradually recover its position as a leading market shortly.

On the other hand, Hong Kong is slowly but steadily regaining its former glory from the pre-pandemic era, picking up its pace and showing signs of change in the market.

Meanwhile, according to consumer reports from last year, there has been a strong and significant shift in the demand for diamond jewellery among millennial in China. This demographic accounts for two-



thirds of all diamond purchasers and market value leading to a steady and consistent growth in the demand for diamonds in the region.

**Could you provide more details on the changes in consumer segments and preferences for specific diamond sizes, quality, etc. in response to the price corrections?**

In recent times, there has been a noticeable shift in consumer preferences towards fancy-shaped diamonds instead of

the traditional round shapes. This trend has led to a surge in demand for fancy shapes supplemented by the rational pricing of both round and fancy shapes. This surge in demand for fancy shapes could potentially lead to an increase in their pricing as they are becoming the preferred choice of consumers.

Overall, this change in consumer behaviour underscores the evolving tastes and preferences in the diamond industry.