Diamond Jewelry Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Luxury Goods, Jewelry & Watches (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/diamond-jewelry-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 90.12 billion
Projected Forecast (2031)	USD 90.12 billion
Growth Rate (CAGR)	4.57 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Diamond Jewelry industry](images/chart_2.png)

![Diamond Jewelry Market Size](images/chart_3.png)

![Diamond Jewelry Market Share by Product Type, 2025](images/chart_4.png)

![Diamond Jewelry Market Share by Color Type, 2025](images/chart_5.png)

![Diamond Jewelry Market Share by Distribution Channels, 2025](images/chart_6.png)

![Diamond Jewelry Market Growth Rate by Region](images/chart_7.png)

![Diamond Jewelry Market Concentration](images/chart_8.png)

![Icon](images/chart_9.png)

![footer background image](images/chart_11.png)

![Mordor Intelligence on Facebook](images/chart_13.svg)

![Mordor Intelligence on Pinterest](images/chart_15.svg)

![Mordor Intelligence on Instagram](images/chart_16.svg)

![ESOMAR](images/chart_18.png)

![GPTW](images/chart_20.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 90.12 Billion
|

Market Size (2031)
|

USD 113.48 Billion
|

Growth Rate (2026 - 2031)
|

4.57 %
|

Fastest Growing Market
|

Europe
|

Largest Market
|

North America
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Diamond Jewelry Market Analysis by Mordor Intelligence

The Diamond jewelry market size was valued at USD 90.12 billion in 2026 and is estimated to reach USD 113.48 billion by 2031, at a CAGR of 4.57% during the forecast period from 2026 to 2031. Demand is separating into accessible lab-grown purchases and higher-value natural diamond purchases. Bridal jewelry remains an important demand base, while gifting and self-purchase occasions are expanding the role of non-bridal formats. Supply reductions by major natural diamond producers may support premium positioning but can also raise input-cost pressure for manufacturers. Digital selling is growing faster than store-based selling, although physical retail remains central to high-value purchases that require product inspection and trust. The Diamond jewelry market is therefore shaped by both broader access to diamond jewelry and a stronger focus on provenance, certification, and premium customer experience.

Key Report Takeaways

* By product type, rings held 48.67% of the Diamond jewelry market share in 2025, while necklaces are forecast to grow at a 6.24% CAGR through 2031.

* By diamond type, lab-grown diamonds held 65.43% of the Diamond jewelry market share in 2025, while natural diamonds are forecast to advance at a 6.35% CAGR through 2031.

* By color type, colorless diamonds accounted for 78.43% of the Diamond jewelry market size in 2025, while colored diamonds are projected to grow at a 5.82% CAGR through 2031.

* By metal type, gold held 42.83% of the Diamond jewelry market size in 2025, while platinum is forecast to expand at a 5.79% CAGR through 2031.

* By distribution channel, offline stores accounted for 69.72% of the 2025 value, while online stores are forecast to grow at a 6.21% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Diamond Jewelry Market*

Driver |

(~) % Impact on CAGR Forecasts |

Geographic Relevance |

Impact Timeline |

Growing demand for bridal and wedding jewelry

|

+1.2%
|

Global; North America, India, China
|

Short term
|

Increasing jewelry customization

|

+0.8%
|

Global; North America, W. Europe
|

Medium term
|

Rising influence of social media and celebrity culture

|

+0.7%
|

Global; North America, Europe, APAC
|

Short term
|

Growing demand for sustainable and ethically sourced diamonds

|

+0.5%
|

North America, Europe; spill to India, MEA
|

Medium term
|

Product innovation and contemporary designs

|

+0.6%
|

Global; led by North America & W. Europe
|

Medium term
|

Increasing preference for luxury and premium products

|

+0.4%
|

Global; North America, Europe, MEA luxury hubs
|

Long term
|

Source: Mordor Intelligence
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Competitive Landscape

Competitive Landscape

The Diamond jewelry market is fragmented in nature, reflecting a fragmented structure in which no company holds more than a mid-single-digit share of global revenue. Luxury groups compete through brand recognition, design expertise, high-jewelry events, and direct client relationships. Richemont's Jewelry Maisons include Cartier, Van Cleef & Arpels, Buccellati, and Vhernier. The group reported 7 consecutive quarters of double-digit jewelry sales growth by Q1 FY2027. Its FY2026 jewelry sales reached EUR 16.5 billion, equivalent to USD 19.2 billion.

Specialty retailers compete on assortment, financing, customer service, and the connection between stores and online platforms. Signet generated FY2026 sales of USD 6.81 billion, with average unit retail increasing 7%. Brilliant Earth raised its 2026 adjusted EBITDA guidance after reporting Q2 adjusted EBITDA of USD 5.8 million, up 81.3% year over year. Chow Tai Fook plans to increase its international store count from 8 to 50 by FY2030, including new locations in Sydney and Singapore. This strategy expands the group's access to consumers outside its traditional home markets. The Diamond jewelry market therefore offers space for companies that can serve mid-priced buyers with credible sourcing, design variety, and transparent pricing.

Technology is increasingly affecting competition through product traceability and online selling. De Beers' Tracr platform is used in supply chain operations with Signet and Chow Tai Fook, enabling a documented mine-to-market record. India chaired the Kimberley Process in 2026 and called for stronger digital traceability requirements. Smaller suppliers may find it harder to meet these documentation expectations. Richemont reported that direct-to-client sales represented 85% of Jewelry Maisons sales in Q3 FY2026. Direct relationships allow major luxury brands to manage client experience and preserve margins. These conditions favor brands that can combine product origin records with high-quality service across every sales channel.

Diamond Jewelry Industry Leaders

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Signet Jewelers Limited

*

De Beers Group

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LVMH Moët Hennessy Louis Vuitton SE

*

Richemont SA

*

Titan Company Limited

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*Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Diamond Jewelry Market Report Scope

Product Type

Rings
|

Necklaces
|

Earrings
|

Bracelets
|

Pendants
|

Chains
|

Other Product Types
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Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada

|

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Mexico
|

|

Rest of North America
|

Europe
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Germany
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United Kingdom
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France
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Italy
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Spain
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|

Netherlands
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Sweden
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Poland
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Belgium
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Rest of Europe
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Asia-Pacific
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China
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India
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Japan
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Australia
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South Korea
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Vietnam
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Indonesia
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Rest of Asia-Pacific
|

South America
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Brazil
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Argentina
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Chile
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|

Peru
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|

Colombia
|

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Rest of South America
|

Middle East and Africa
|

United Arab Emirates
|

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Saudi Arabia
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South Africa
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|

Nigeria
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Rest of Middle East and Africa

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Frequently Asked Questions

What is the projected size of the diamond jewelry sector by 2031?

The sector is projected to reach USD 113.48 billion by 2031, growing at a CAGR of 4.57% from 2026.

Which product category leads diamond jewelry sales?

Rings led product value with a 48.67% share in 2025, supported by engagement and wedding purchases.

Are lab-grown or natural diamonds growing faster?

Natural diamonds are forecast to grow faster at a 6.35% CAGR through 2031, while lab-grown diamonds held 65.43% of 2025 value.

Why is platinum gaining importance in diamond jewelry?

Platinum is forecast to grow at a 5.79% CAGR as its price position versus gold supports retailer inventory decisions and consumer demand.