Gems and 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/gems-and-jewelry-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 394.74 billion
Projected Forecast (2031)	USD 394.74 billion
Growth Rate (CAGR)	4.58 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

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

![Gems and Jewelry Market Share by End User, 2025](images/chart_5.png)

![Gems and Jewelry Market Growth Rate by Region](images/chart_6.png)

![Gems and Jewelry Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

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

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.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 394.74 Billion
|

Market Size (2031)
|

USD 493.68 Billion
|

Growth Rate (2026 - 2031)
|

4.58 %
|

Fastest Growing Market
|

Middle East and Africa
|

Largest Market

|

Asia Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Gems and Jewelry Market Analysis by Mordor Intelligence

The gems and jewelry market size was valued at USD 377.45 billion in 2025 and estimated to grow from USD 394.74 billion in 2026 to reach USD 493.68 billion by

2031, at a CAGR of 4.58% during the forecast period (2026-2031). The increasing adoption of lab-grown diamonds, the rapid shift toward digital retail platforms, and changing consumer demographics are driving market growth. These factors are broadening the customer base, while sustainability concerns are prompting significant changes in supply chains. Regional demand patterns vary significantly. The Asia-Pacific region continues to dominate in terms of revenue, while the Middle East and Africa are witnessing the fastest growth in sales volume due to a combination of cultural preferences and rising wealth. Consumer preferences are also shifting, with a growing interest in jewelry for everyday fashion rather than just traditional bridal categories. The men's jewelry segment is emerging as a key area of demand. In terms of competition, the market is moderately competitive, with companies focusing on technology investments, ethical sourcing practices, and creating engaging omnichannel experiences to differentiate themselves and attract customers.

Key Report Takeaways

* By product type, rings held 33.02% revenue share in 2025; necklaces are forecast to advance at a 6.19% CAGR through 2031.
* By material type, precious metals dominated with a 62.10% share in 2025, while base metals are projected to grow at a 6.85% CAGR to 2031.
* By end user, women accounted for 74.25% of spending in 2025; the men's segment is set to expand at a 6.03% CAGR to 2031.
* By category, fine jewelry captured 83.60% revenue in 2025; costume jewelry is poised for a 6.62% CAGR through 2031.
* By distribution channel, offline retail controlled 81.55% sales in 2025; online retail is expected to rise at a 7.05% CAGR to 2031.
* By geography, Asia-Pacific commanded a 38.74% share in 2025; the Middle East and Africa are projected to register a 6.88% CAGR through 2031.

Key Market Trends

Global Gems and Jewelry Market Trends and Insights

Drivers Impact Analysis*

DRIVER
|

(~)
% IMPACT ON CAGR FORECAST
|

GEOGRAPHIC
RELEVANCE
|

IMPACT
TIMELINE
|

Growing
fashion and lifestyle trends

|

+0.8%

|

Global,
with concentration in North America and Europe
|

Medium
term (2-4 years)

|

Rising
customization and personalization

|

+0.6%

|

North
America and Asia-Pacific core markets
|

Medium
term (2-4 years)

|

Adoption
of lab-grown diamonds for sustainability and cost

|

+1.2%

|

Global,
led by United States and India
|

Short
term (≤ 2 years)

|

Jewelry
as an investment and wealth-preservation hedge

|

+0.9%

|

Global,
concentrated in Asia-Pacific and Middle East
|

Long
term (≥ 4 years)

|

Cultural
and traditional significance

|

+0.7%

|

Asia-Pacific
core, spill-over to Middle East and Africa
|

Long
term (≥ 4 years)

|

Emergence
of AR/VR virtual try-on tools

|

+0.4%

|

North
America and Europe, expanding to Asia-Pacific
|

Medium
term (2-4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The gems and jewelry market is moderately fragmented with leading players such as LVMH Moët Hennessy Louis Vuitton SE, Compagnie Financière Richemont SA and Chow Tai Fook (Holding) Limited, with opportunities for consolidation and growth for smaller, innovative players. Large luxury companies benefit from controlling the entire supply chain, from mining to retail, which helps them manage costs effectively. Meanwhile, newer digital-first brands are growing quickly by using influencer marketing and limited-edition product drops to attract younger consumers. Companies are focusing on creating seamless shopping experiences across online and offline channels, offering personalized products, and ensuring transparency in their supply chains.

Sustainability has become a key factor in building brand reputation. For example, Pandora has committed to using only recycled metals, and Signet is conducting responsible sourcing audits to gain a competitive edge. Mergers and acquisitions are increasing as companies aim to expand their capabilities in lab-grown diamonds and strengthen their regional presence. Retailers are also adopting advanced technologies like augmented reality for virtual fittings, artificial intelligence for custom designs, and dynamic pricing to enhance customer experiences. Businesses that invest in understanding customer preferences through data platforms are better positioned to optimize their product offerings and marketing strategies.

Regulations and compliance requirements, such as traceability and environmental, social, and governance (ESG) reporting, are becoming more stringent. These demands often favor larger companies with the resources to meet these standards, potentially leading to greater market concentration. Blockchain technology is being tested to prevent counterfeit products, but industry-wide adoption is still in its early stages. At the same time, companies that prioritize ethical sourcing and sustainability are gaining consumer trust and loyalty. As the market evolves, businesses that combine innovation, transparency, and customer-centric strategies are likely to maintain a competitive edge in this dynamic industry.

Gems and Jewelry Industry Leaders

*

LVMH Moët Hennessy Louis Vuitton SE

*

Compagnie Financière Richemont SA

*

Chow Tai Fook (Holding) Limited

*

Pandora A/S

*

Swarovski AG

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

This market is defined as the value of finished gems and jewelry products sold through offline and online channels, covering common personal-wear items made with precious or base materials and gemstones, across major consumer regions.

Scope exclusions: Industrial diamonds, loose stones traded only as raw inputs, and purely B2B equipment used in cutting, polishing, or jewelry making are excluded.

Segmentation Container

* By Product Type
  * Rings
  * Necklaces
  * Earrings
  * Bracelets
  * Chains and Pendants

*
Other Product Types

*
By Material Type

*
Precious Metals

*
Base Metals

*
Mixed Materials

*
By End User

*
Men

*
Women

*
Children

*
By Category

*
Fine

*
Costume

*
By Distribution Channel

*
Offline Retail Stores

*
Online Retail Stores

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
South America

*
Brazil

*
Colombia

*
Chile

*
Peru

*
Argentina

*
Rest of South America

*
Europe

*
United Kingdom

*
Germany

*
France

*
Italy

*
Spain

*
Poland

*
Belgium

*
Sweden

*
Rest of Europe

*
Asia-Pacific

*
China

*
Japan

*
India

*
Australia

*
Indonesia

*
South Korea

*
Thailand

*
Singapore

*
Rest of Asia-Pacific

*
Middle East and Africa

*
South Africa

*
Saudi Arabia

*
United Arab Emirates

*
Nigeria

*
Egypt

*
Morocco

*
Turkey

*
Rest of Middle East and Africa

Frequently Asked Questions

How big is the global gems and jewelry market in 2026?

The gems and jewelry market size is USD 394.74 billion in 2026 and is projected to reach USD 493.68 billion by 2031 at a 4.58% CAGR.

Which product category leads sales?

Rings hold the top position, accounting for 33.02% of 2025 revenue due to engagement and wedding demand.

Which region will grow fastest through 2031?

The Middle East and Africa gems and jewelry market is forecast to grow at 6.88% CAGR, outpacing all other regions.

How are online channels changing jewelry retail?

Online platforms are expected to expand at 7.05% CAGR, aided by AR/VR try-on, insured shipping, and omnichannel loyalty programs.