

JEWELRY

Awareness of lab-grown diamond growing: De Beers

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Consumers are more likely to see lab-grown diamonds as fun or impulse purchases, rather than an investment. Image credit: Lightbox Jewelry

By LUXURY DAILY NEWS SERVICE

Consumer perceptions of lab-grown diamonds (LGD) continue to evolve, according to new research from diamond company De Beers Group.

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The latest **Diamond Insight Flash Report** from De Beers found that while awareness is growing of LGD among U.S. consumers, the majority also view synthetic diamonds as a distinct category from natural, mined diamonds. Demand for natural diamond jewelry also remains strong, as consumers seek purchases with emotional meaning that can retain value.

For De Beers' biannual LGD tracker, 360 Market Reach surveyed 5,000 consumers.

A diamond is forever?

About two-thirds of fine jewelry consumers, including affluents, are aware of lab-grown diamonds.

The category is primarily seen as "fun" and "fashionable," with consumers more likely to purchase a LGD as an impulse purchase or self-gift. Seven out of 10 respondents report they would not spend more than \$1,000 on a piece LGD jewelry, based on concerns about rarity and value retention.

Consumers differentiate LGD from natural diamonds, and are more likely to associate mined diamonds with characteristics of "authentic," "romantic" and "special" than LGD.



Consumers are concerned lab-grown diamonds will not retain value overtime. Image credit: Lightbox Jewelry

While wholesale and retail prices of LGD are falling, De Beers remains invested in the category through its Lightbox brand keeping it separate from its other brands, including Forevermark.

"We have always sold our LGDs at a fair and transparent price, derived from a reasonable commercial margin above the actual production cost, rather than hitching it to what a natural diamond's value might be," said Steve Coe, CEO of Lightbox Jewelry, in a statement. "Recent LGD price falls simply indicate that we are today where others will likely be tomorrow."

De Beers began selling its lab-grown Lightbox jewelry in stores in 2019, a year the brand was launched exclusively on direct-to-consumer ecommerce. A bricks-and-mortar trial at select Bloomingdale's and Reeds Jewelers locations followed Lightbox's physical pop-ups ([see story](#)).

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