

Sapphire Comes Out Top in Gemstone Survey



RAPAPORT... Sapphires are the most desired colored gemstone among US consumers, followed by rubies, emeralds and amethysts, according to a recent survey by MVI Marketing.

Some 46% bought fine jewelry featuring sapphire in the past two years, the study found. Ruby and emerald each attracted 41%, with 35% buying amethyst. Overall, 93% said they “loved” or “liked” all precious colored gemstones.

Sales of colored gemstones improved or were steady between 2018 and 2019, while margins were better than with other items for 92% of manufacturers and 75% of retailers. Colored stones generated profit margins of around 40% for manufacturers, compared with 30% for diamonds, MVI explained. Retailers reported margins of 65% for colored stones and 33% for diamonds.

“Precious color is once again a clear winner for the consumer seeking fresh looks in fine-jewelry styles and for the trade trying to capture the imagination of self-purchasing females and next-gen jewelry buyers,” Marty Hurwitz, MVI’s CEO, said Tuesday. “Bridal jewelry with precious colored gemstones saw the largest category increase from both consumers and jewelry retailers.”

MVI carried out the survey in the fall of 2020 in conjunction with gemstone miner Fura

Gems. The 1,011 participants were US-based consumers aged 18 to 65 with household incomes of \$80,000 or more for married people and \$50,000 or more for singles. All had spent at least \$200 on fine jewelry in the past three years.

Image: A sapphire engagement ring. (Shutterstock)