

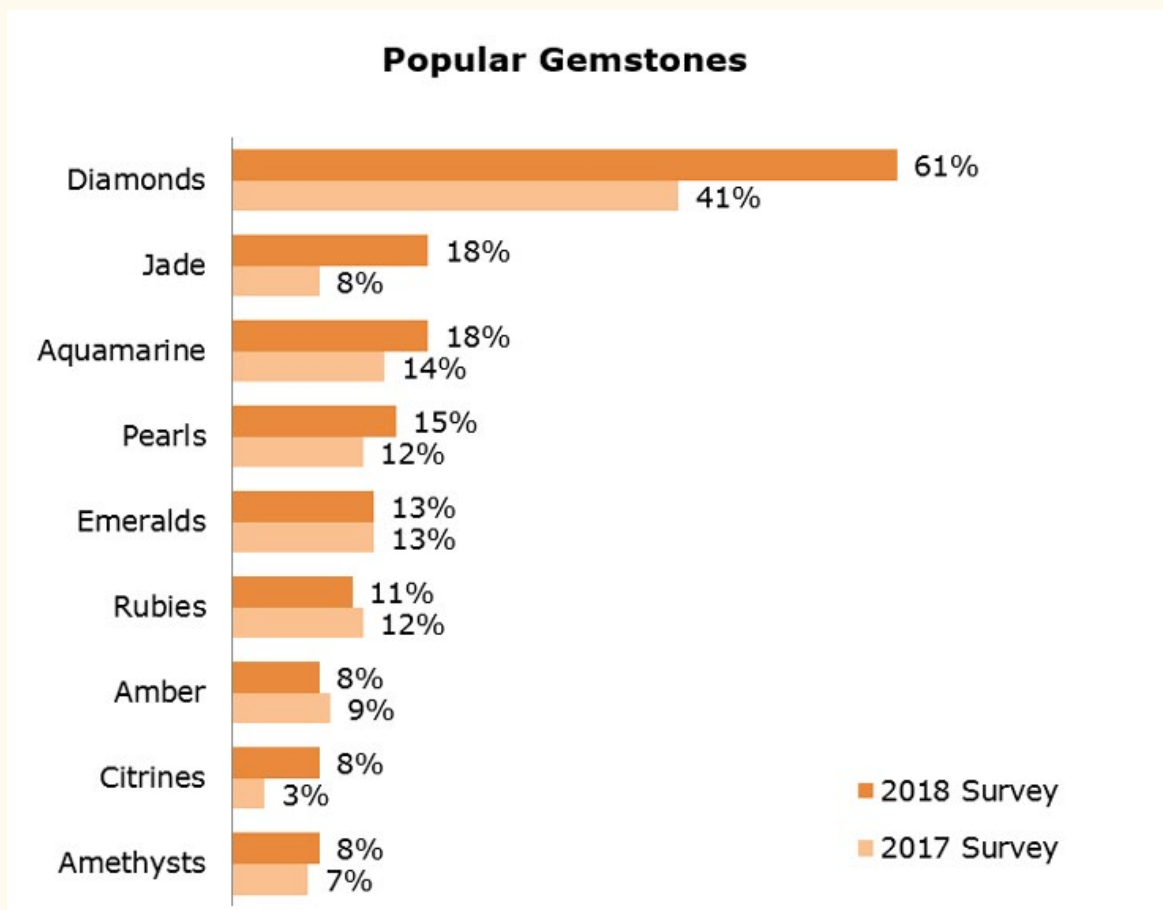
2018 Product Trends: The HKTDC Hong Kong International Jewellery Show Survey

2018/06/14

Source: HKTDC

A poll of 1,269 buyers and exhibitors was conducted at the Hong Kong International Jewellery Show 2018 and the Hong Kong International Diamond, Gem and Pearl Show 2018. Below are some key findings from the survey:

- Popular Precious Metals - it is expected that karat gold to remain the most popular precious metal in 2018. 45% believe rose gold will be consumers' favourite choice, while 37% and 32% expect white gold and yellow gold to be the most popular. A rise in the popularity of platinum has seen it overtake karat yellow gold.
- Popular Gemstones - Diamonds continue to be the most popular choice of gemstones in 2018. The proportion of respondents opting for jade, aquamarine, pearls, citrines and amethysts as the most popular gemstone all increased in 2018; however, the numbers choosing rubies and amber dropped slightly.

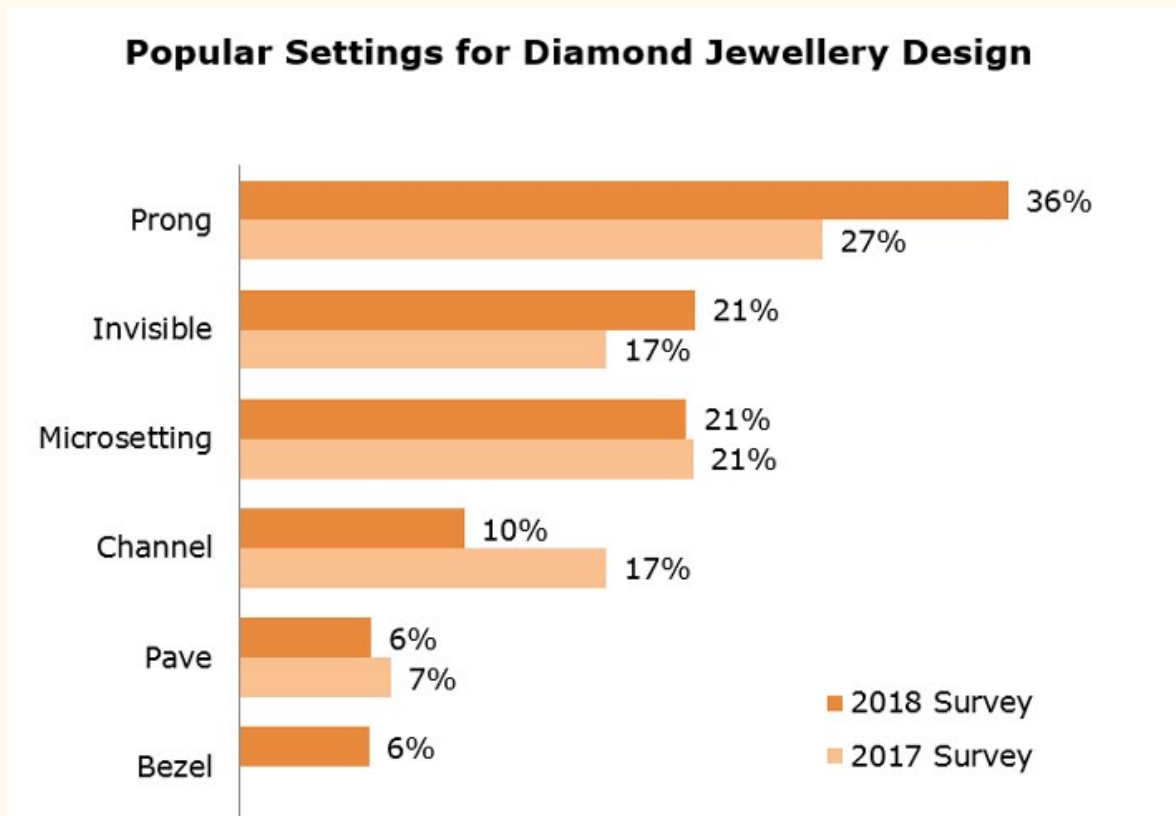


- Popular Jade - 75% of those surveyed said they believe "A" jade will continue to be the most popular type of jade in 2018.
- Popular Pearl - Pearl traders were less unanimous in their choices. South Sea pearls are the most favoured, with 37% of respondents expecting them to top the popularity charts, while 30% plumped for Akoya pearls and 20% picked out freshwater pearls.

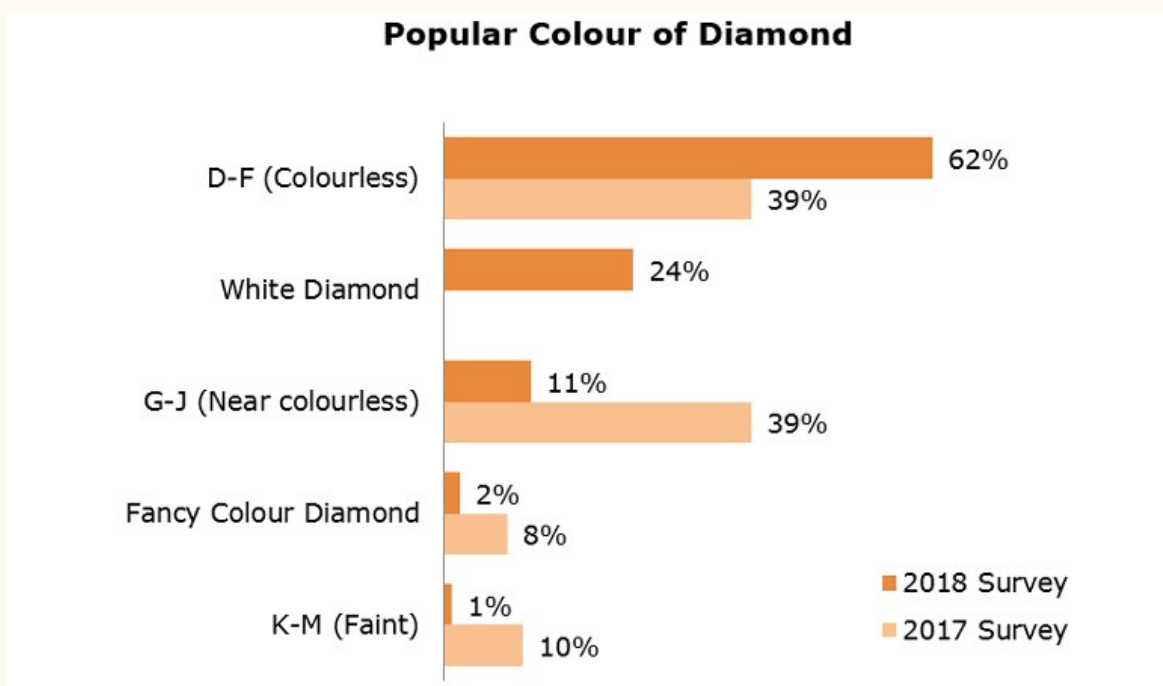
- Diamond Trends - 47% of those asked said melee-cum-solitaire will be the most popular choice in 2018, elevating it above 2017's favourite, solitaire, which attracted just 35% of the vote.

In terms of diamond settings, prong remains the most favoured choice. Invisible, microsetting and channel are the next most favoured choices.

1 carat continues to be by far the most popular weight for diamonds this year, followed by 50-99 points. A marked decline in the popularity of other diamond weight classes points to a growing concentration in consumer preference this year towards the two main diamond carat weights.



- Popular Diamond Color - Compared to last year, there are large increases in preference for colourless diamonds and white diamonds.



- Popular Cut of Diamond - traders continue to favour round-cut diamonds in 2018. But while heart and oval cuts are both expected to see increases in popularity from last year, all other cuts saw a fall in the proportion of respondents choosing them.

