



【國際】De Beers 第6個銷售週期毛坯鑽銷售出現季節性放緩 【Int'l】De Beers Cycle 6 Sees Seasonal Slowdown in Rough Diamond Sales

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資料來源：Diamond Loupe

De Beers 集團（臨時）在2018年第6個週期內銷售了5.3億美元的毛坯鑽石，比上一週期的5.81億美元下降了9%，與去年同期相比下降8%。該公司將經濟放緩歸因於季節性下滑而不是需求結構性變化。該公司最近聲稱，基於世界經濟前景、積極的消費者信心和持續投入營銷，2018年全球消費需求的前景在大多數主要鑽石消費國仍然是積極的。

De Beers 集團首席執行官Bruce Cleaver表示：“在今年的第6個銷售週期中，De Beers 毛坯鑽石的需求與該行業中游企業在季節性較為安靜的夏季期間的預期一致，”特別是安特衛普行業進入夏季休息期。De Beers 今年上半年的收入略有上升，從31億美元增至32億美元，儘管今年上半年的毛坯鑽銷售額保持穩定，為29億美元。他們最近指出，由於平均毛坯鑽價格指數增長1.6%並且銷售組合有所改善，該公司2018年上半年的平均毛坯鑽價格上漲4%至162美元/克拉（2017年上半年：156美元/克拉）。

De Beers Group (provisionally) sold \$530 million in rough diamonds during the sixth Cycle of 2018, representing a 9% decline from the \$581 million sold during the previous cycle, and an 8% drop compared to the same period a year ago. The company attributed the slowdown to a seasonal decline rather than any structural change to demand, having remarked recently that the outlook for 2018 global consumer demand remains positive in most of the main diamond-consuming countries, based on world economic prospects, positive consumer sentiment and continued investment in marketing.

Bruce Cleaver, CEO, De Beers Group, said: “In the sixth sales cycle of the year, demand for De Beers rough diamonds was in line with expectations during the seasonally quieter summer period for the industry’s midstream sector,” particularly with the Antwerp industry entering its summer recess. De Beers has seen a slight uptick in revenues during the first half of the year, to \$3.2 billion from \$3.1 billion, though its rough-diamond sales were flat in the first half of the year at \$2.9 billion. The company’s H1 2018 average realised rough diamond price increased by 4% to US\$162/carats (H1 2017: US\$156/carats) due to a 1.6 percent increase in the average rough price index and an improvement in the sales mix, they recently noted.