

MEDIA RELEASE

15 SEPTEMBER 2016

HONG KONG

MILLENNIALS SPEND MORE THAN US\$25 BILLION ON DIAMOND JEWELLERY IN 2015

*15-34 generation acquires more diamond jewellery than any
other*

Millennials spent more than US\$25 billion on diamond jewellery in 2015 in the four largest consumer markets, acquiring more than any other generation, according to *The Diamond Insight Report 2016*, published today by The De Beers Group of Companies.

Despite Millennials (those aged 15-34 in 2015) facing more financial challenges than their parents' generation, they already account for almost half of the total retail value of new diamond jewellery acquired in the four largest markets – the US, China, Japan and India.

In the top four markets, which account for 73 per cent of global diamond jewellery demand, the potential Millennial market for diamond jewellery is more than 220 million people. Meanwhile, the Millennial generation is not expected to reach its most affluent life stage for another 10 years, meaning this demographic also represents the diamond sector's largest growth opportunity.

Millennial consumers also display particular purchasing trends. For example, self-purchasing of diamond jewellery is an important and growing acquisition route among Millennials, with this generation's self-purchases in the US representing 31 per cent of all non-bridal diamond jewellery pieces acquired in 2015. Given the differences from previous generations' buying behaviours, the diamond industry will need to adopt effective strategies for maintaining and growing demand from the Millennial consumer group.

Alongside suggesting ways in which the industry could capitalise on the opportunity with the Millennial generation, the report also found that:

- Despite lower rough diamond demand in 2015, consumer diamond jewellery demand remained robust at US\$79 billion, driven by five per cent growth in the US.
- China, the second largest market, also saw growth, albeit at a lower rate (three per cent in local currency). In India, consumer demand slowed as a result of a more restricted consumer credit environment and overall weakness in consumer spending.

- Consumer demand growth will continue to be generated from the US and Asia, particularly China and India, driven by increasing household income over the next 10 years.

Bruce Cleaver, CEO, De Beers Group, said: “Millennials are already expressing very strong demand for diamond jewellery in the major consumer markets, acquiring more than any other generation.

“Most encouragingly, however, Millennials are still 10 years away from their most affluent life stage and the generation comprises more than 220 million potential diamond consumers in the four main markets. The diamond industry therefore has a major opportunity on the horizon but it will only capitalise on it fully if it continues to innovate and invest across the value chain.”

- ends -

NOTES TO EDITORS

The Diamond Insight Report 2016 [can be read online here](#) or [downloaded as a printable PDF here](#).

A broadcast-quality interview with Stephen Lussier, Executive Vice-President, Marketing; and Chief Executive, Forevermark, [can be downloaded here](#).

CONTACT

Press Office
Tel +44 (0) 20 7430 3434
pressoffice@debeersgroup.com

ABOUT THE DE BEERS GROUP OF COMPANIES

De Beers is a member of the Anglo American group. Established in 1888, De Beers is the world’s leading diamond company with unrivalled expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers employs more than 20,000 people (directly and as contractors) across the diamond pipeline, and is the world’s largest diamond producer by value, with mining operations in Botswana, Canada, Namibia and South Africa. As part of the company’s operating philosophy, the people of De Beers are committed to *Living up to Diamonds* by making a lasting contribution to the communities in which they live and work, and transforming natural resources into shared national wealth. For further information about De Beers visit www.debeersgroup.com.

