

Jewelry Market Trends & Tips

The market for fine jewelry is growing

\$85.9B

Estimated size of the global luxury fine jewelry market by the end of 2032 based on a CAGR of 6.5% from 2022-2032.¹

30% of U.S. Sales

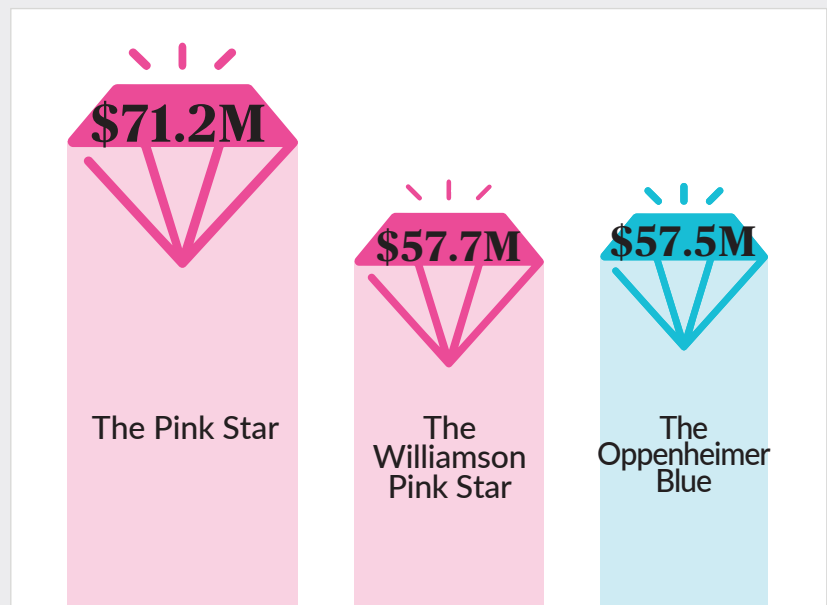
Percentage of diamond jewelry acquisitions in 2022 that were made via online channels.²

\$49B pre-owned luxury goods market

Estimated worth of secondary luxury products sold worldwide in 2023, with watches and jewelry making up the lion's share at over 80%.³

Fancy colored diamonds attract collectors for both passion and investment, generating the highest prices ever paid for jewelry at auction

- **The Pink Star**—an internally flawless fancy vivid pink 59.60-carat diamond sold for \$71.2 million at Sotheby's Hong Kong in April 2017.⁴
- **The Williamson Pink Star** - an 11.15-carat fancy vivid pink eternally flawless diamond sold for \$57.7 million at Sotheby's Hong Kong in October 2022.⁵
- **The Oppenheimer Blue**—a 14.62-carat fancy vivid blue diamond sold for more than \$57.5 million at Christie's Geneva in May 2016.⁶



The average market value of fancy colored diamonds has increased 9-12% annually in recent years, according to the Fancy Color Diamond Index (FCDI).⁷

Untreated colored gemstones are in demand

Sapphires with a Kashmir origin, no heat treatment, and a cornflower blue color are extremely rare. Due to limited production, only a small fraction of the world's total sapphire supply originated from Kashmir, making them the rarest of examples.

Emeralds of Columbian origin with minimal inclusions and little to no oiling are very rare and the most prized will be a deep green color.

Burmese rubies with no heat treatment and pigeon's blood color are the most rare and valuable of all rubies. With the large majority of supply coming from existing inventories and 2021 U.S. sanctions on Burmese gem dealers, finding a top-quality Burmese ruby is increasingly difficult. If and when available, buyers will pay a premium.

Signed pieces by a top name add a premium for collectors

A branded jewelry piece by an iconic house or by a contemporary master will come at a higher price than its unsigned counterpart because the name adds value – a signature can add 50, 100, or even 300%.⁸ Some of the most sought-after brands and makers include Boucheron, Bulgari, Cartier, Chaumet, Van Cleef & Arpels, Harry Winston, Tiffany & Co., Viren Bhagat, and JAR.

In addition to the 4Cs, add “P” for Provenance⁹

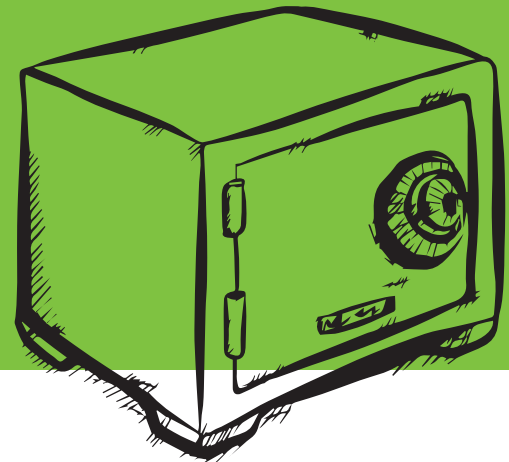
Provenance can have a significant impact on the value of a jewelry item and multiply its value beyond its physical worth. Provenance includes previous ownership by royalty, important historical figures, or celebrities. Two diamond bracelets belonging to Marie Antoinette sold for \$8.2 million, well above their \$4 million high estimate, at Christie's Geneva on November 9, 2021. While the diamonds were estimated to be worth around \$100,000, the royal provenance multiplied the final price to 82 times the value of the stones.¹⁰

How to Protect Your Collection

Whether you are collecting jewelry for passion, investment or both, Chubb needs appraisals for jewelry valued at \$100,000 or more. However, you should consider:

- Reappraising your jewelry collection every 3 to 5 years, given market fluctuations
- Reappraising annually if you have very rare and collectible signed jewelry, including pieces with fancy colored diamonds and extra fine untreated colored gemstones and pieces with provenance

To help ensure that your rising jewelry values stay in line with the current market, Chubb automatically applies in most states a 5% annual inflation guard increase to Masterpiece Valuable Articles policies on renewal. However, as the market can vary with greater rarity and high demand, causing prices to increase above average levels, we recommend working with a qualified jewelry appraiser to update your values. If you need a referral, you can access Chubb's network of pre-vetted appraisers.



Want to learn more? Contact your agent or broker or visit [chubb.com](https://www.chubb.com)

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3. <https://www.bain.com/insights/long-live-luxury-converge-to-expand-through-turbulence/>
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