

# Your Source For Diamond Market Knowledge

Consumers' diamond preferences are shifting. In the competitive U.S. diamond industry, staying ahead of the competition requires a deep understanding of today's market. You need to know what consumers want and uncover new market trends to nurture new opportunities.

Our new **Diamond Tracker** gets you there. Here's what it's telling us about U.S. diamond trends.

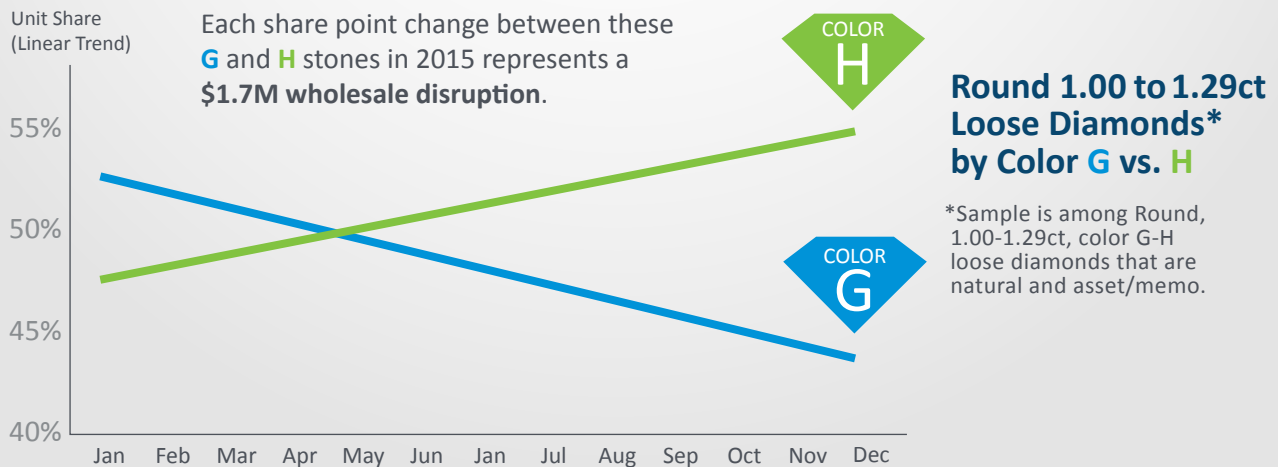


It is no surprise that **round shaped diamonds** are the most prominent, accounting for approximately

**2/3** of all diamonds sold.

Within round shaped diamonds there are sub-trends occurring that allow you to take action.

In 2015, consumers shifted to lower quality diamonds in the highest volume carat range.



Gain a competitive advantage. Monitor exactly what's happening in the world of diamonds. Go to the source that provides in-depth diamond industry insight, and leverage our findings to grow your business.

Source: The NPD Group/Diamond Tracker

To learn more, contact Chris Casey at (678) 733-2815 or email [chris.casey@npd.com](mailto:chris.casey@npd.com).

