



DITP
Department of International Trade Promotion
Ministry of Commerce, Thailand

GIT
Gem and Jewelry
Institute of Thailand



PRESS RELEASE

Rubies, sapphires and emeralds shine bright in the global market



Although the global gemstone market has experienced a slowdown due to the spread of COVID-19 in the past two years, a bright future lies ahead for the Big Three gemstones (rubies, sapphires and emeralds) due to a decline



in production, which leads to an uptick in the price of these high-quality precious gemstones.

A survey conducted in 2021 by MVI Marketing reveals that over 93% of customers prefer buying rubies, sapphires and emeralds over other colored gemstones. The growing popularity of colored gemstones was partly influenced by celebrities, such as the Duchess of Cambridge whose engagement ring is made up of a 12-carat blue sapphire.

Not only do the prices of the Big Three gemstones continue to rise, making them increasingly popular among investors who view them as safe assets, but online trading or e-commerce of the Big Three has flourished remarkably in the post-pandemic era. A report by Mastercard indicates that in the first half of 2021, online jewelry sales in the US market jumped by 75%. Use of online media or online customer correspondence has also contributed significantly to the exponential growth of this market.

Discover exquisite jewels and rare gemstones from Over 800 qualified exhibitors at the 67th Bangkok Gems and Jewelry Fair, 7-11 September 2022 at IMPACT Muang Thong Thani. For more information, visit www.bkkgems.com

For press inquiries, please contact Usanee tel. 081 984 5500 email: usanee@incom.co.th or Pimlada tel. 093 326 5359 email pimlada@incom.co.th



Scan to download press kit