

GOLD JEWELRY – Buoyant outlook for Indian wedding seasons in 2025, jewelers say

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By David Brough

MUMBAI – India will see buoyant wedding seasons in 2025 despite lofty gold prices, with a strong domestic diamond jewelry market helping to offset manufacturers’ lost income from a fall in diamond prices, jewelers attending the January 4-8 IIJS Signature show said.



With the "kamurta", an inauspicious period for weddings, set to end in mid-January, the sturdy tone of the domestic Indian jewelry market is expected to continue into 2025 and underpin the coming wedding seasons, senior officials of the state-backed Gem & Jewelry Export Promotion Council (GJEPC) said.

"The wedding season will be more or less similar – or a little bit more, but not less, in 2025 versus 2024," Mr Vipul Shah, Chairman of the GJEPC, said. "The mood is robust."

The wedding seasons account for a huge slice of domestic Indian jewelry demand and offtake by the Indian consumer diaspora around the world.

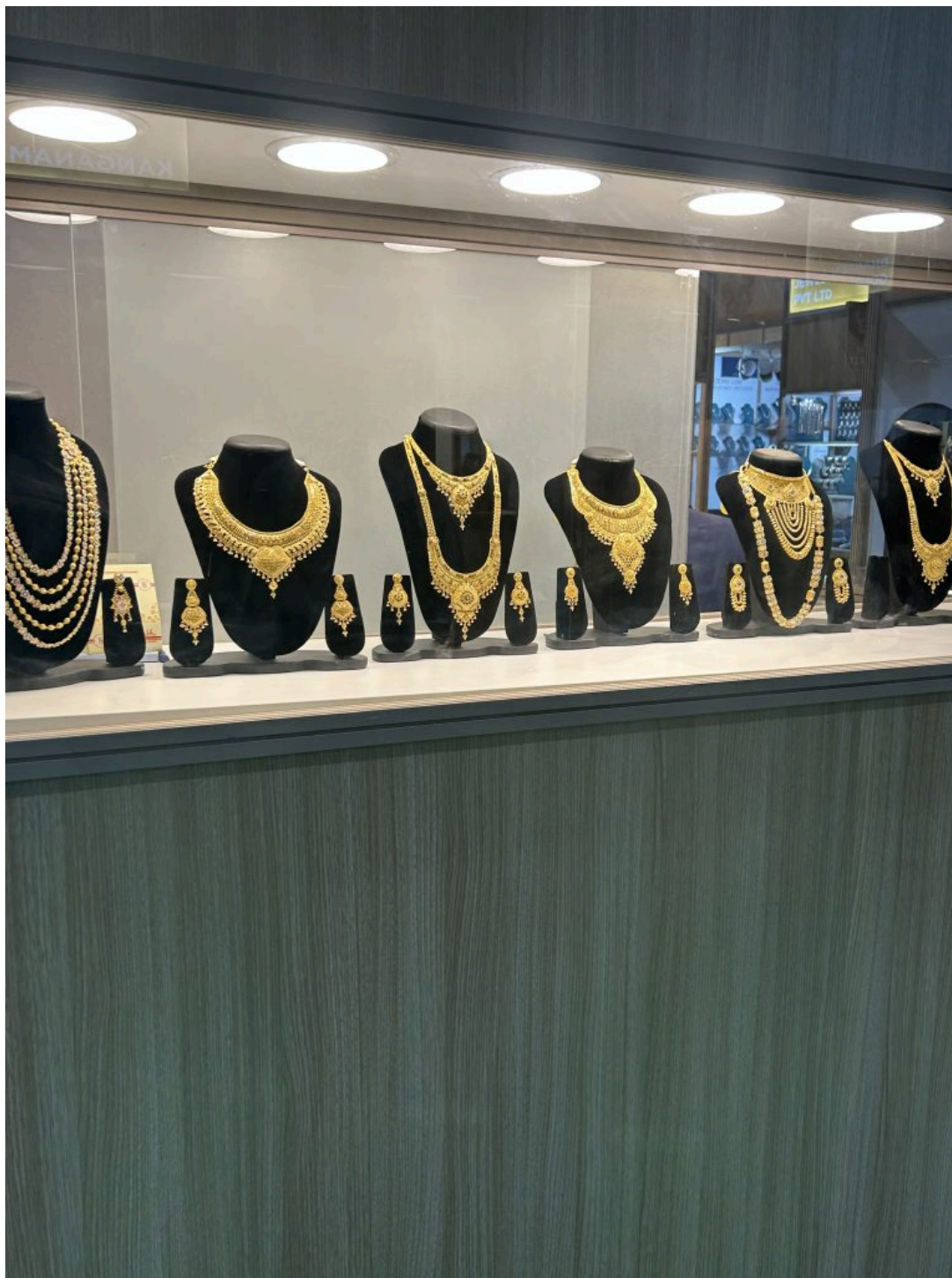


Mr Vipul Shah, GJEPC Chairman

Turnout was high at IIJS Signature, the first jewelry trade show of 2025, which focuses heavily on the domestic Indian jewelry and gemstone markets.

Sentiment was upbeat among suppliers of 22-karat gold jewelry, but diamond manufacturers were cautious.





While Surat-based diamond crafters had lost revenue due to the fall in both natural and laboratory-grown diamond prices, the strength of the domestic Indian diamond jewelry market had supported the bottom line, said Mr Rajendra Jain, head of SVAR Media, and former managing director of Swarovski India, who closely tracks diamond markets.

Jewelers spoke of a growing appetite for color in Indian wedding fashion, with increasing use of colored gemstones and laboratory-grown colored [diamonds](#) set in 22-karat yellow gold jewelry.