

DIAMONDS – Doha conference focuses on strategies to boost demand

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By David Brough

DOHA, Qatar – A key focus of the inaugural **Doha International Diamond and Gem Conference** was on developing strategies to build demand for [diamond jewellery](#).

Panel discussions at the January 29-31, 2025, event at The Ned, Doha, Qatar, which gathered industry leaders from around the world, looked at ways to boost demand for luxury jewellery, notably natural diamond jewellery which faces competition from other luxury sectors, such as tourism, travel, fashion, handbags and fine wines.



Image courtesy of Doha International Diamond and Gem Conference

Conference organiser and diamantaire Alex Popov, in a question-and-answer session, spoke of the need to differentiate between natural and laboratory grown diamond jewellery in marketing communications.

This was vital, he said, because any marketing initiated by the natural diamond jewellery community of so-called "diamond jewellery", without identifying the type of diamonds, could bolster sales of laboratory grown diamond jewellery, which is a lower priced segment of the market.

Recently, wholesale prices of laboratory grown diamonds (LGD) have shrunk at a faster pace than [natural diamonds](#).

LGD manufacturers in India and China have ramped up production, with a risk of driving LGDs towards the [fashion jewellery](#) category, industry executives said.



David Kellie, CEO of the Natural Diamond Council (NDC), which promotes natural diamond jewellery to consumers, presented a video to the plenary that showcased the unique positioning of natural diamonds, which evolved in the earth's crust over millions of years.

De Beers executives spoke of the need for the global industry to share the cost of generic natural diamond jewellery marketing, rather than expect the world's leading miner of diamonds to bear the cost alone.

De Beers currently accounts for around a third of global supply of mined diamonds, down from around two thirds a few decades ago.

The conference preceded the Doha Jewellery and Watches Exhibition, a consumer-facing show featuring many of the world's leading jewellery and watches brands.

One senior Qatari official linked to the organisers, said the total value of sales at this edition of the show was expected to exceed USD \$250 million.

Many of the visiting jewellery buyers at the show came from Qatar, as well as several other Middle Eastern countries.