6 TRENDS IN THE CURRENT COLORED STONE MARKET

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It's an interesting time in the market right now—while certain sectors of the market are slowing with the caution brought on by the tariffs and macroeconomic conditions around the world, other sectors continue to see steady trade. The industry is watching activity closely to see how things play out.

Recently, one large jewelry supplier and manufacturer shared its latest quarterly buyer update and forecast with GemGuide and gave permission to further share with readers. Here are some of the key finds.

1. Hot Gem Trends

The manufacturer said that large sizes of ruby, sapphire, and emerald as centerpieces in jewelry stay popular, as well as opals, especially extra fine quality or better-quality black opal and Australian white opal. They also noted that sapphire, blue spinel, and orange and brown zircons are trending for men's jewelry.

In pearls, baroque, keshi, and graduated necklaces of different shades are trending.

2. What's Not Selling

In ruby, emerald, and sapphire, the mid-tier quality gems are failing to sell amid reports of difficulty sourcing goods at a reasonable price.

Also underperforming is tanzanite, which it noted is low in demand.

3. Color Trends

The supplier said that green/blue/teal gems still lead in color, but "light-toned, vividly saturated summer colors" like yellow, blue, and brown are up and coming.

Orange and yellow gems, like this 8.01-carat yellow sapphire from Gerardu Gems, are expected to start growing in popularity this year.

Orange and mocha are also expected to start doing well, too.

4. Shapes in Fashion

The popular shapes right now are hearts, especially in "puffier" looks, geometric shapes, and beads, especially for necklaces, in combination with yellow gold or faceted stones.

5. Jewelry Styles

The popular styles right now include yellow gold cocktail rings and designs featuring motifs like butterflies, sea creatures, and florals.

Those making a comeback are oversized gem pieces and gemstone chokers.

6. Price and Sales Movements

The wholesaler confirmed much of what GemGuide has seen too in terms of price trends, saying that top-quality and large stones continue their price increase and have reached a resistance level. And yet, demand has stayed high and buyers are competing for the best goods.

The gemstone varieties this manufacturer saw increase in price in the second quarter of the year were: amethyst, alexandrite, aquamarine, red and blue spinel, peridot, common quartz, and lapis.

Meanwhile, those going up in sales were: loose pearls, moss agate, alexandrite, kunzite, opals, zircon, aquamarine, and tourmaline, especially green and pink.

It added that there are increased requests from customers for the following: padparadscha and peach sapphires, both natural and synthetic, onyx; checkerboard cuts in citrine and peridot; large alexandrite, above 8 carats and above; moissanite and cubic zirconia; prasiolite; and melee stones. ◆