



2025 Gifting Survey Report – Hong Kong

Jan 2025

TABLE OF CONTENTS

Introduction

Research background and objectives

Executive Summary

Key highlights of research findings

Gift Purchase and Reception Preferences

Profile, gift purchase and reception intention

Purchase Behavior and Brand Preferences

Purchase behaviors, channel and research

Consideration of Natural Diamonds

Considerations and attitudes towards natural diamonds

Consideration of Lab-grown Diamonds

Considerations and attitudes towards lab-grown diamonds

Research Design

Methodology

Online survey announced through tactically selected social media channels including Facebook and Instagram fan pages of Presslogic Girlstyle, Top Beauty, celebrity Mandy Lam and Deep Ng.

Target Respondents

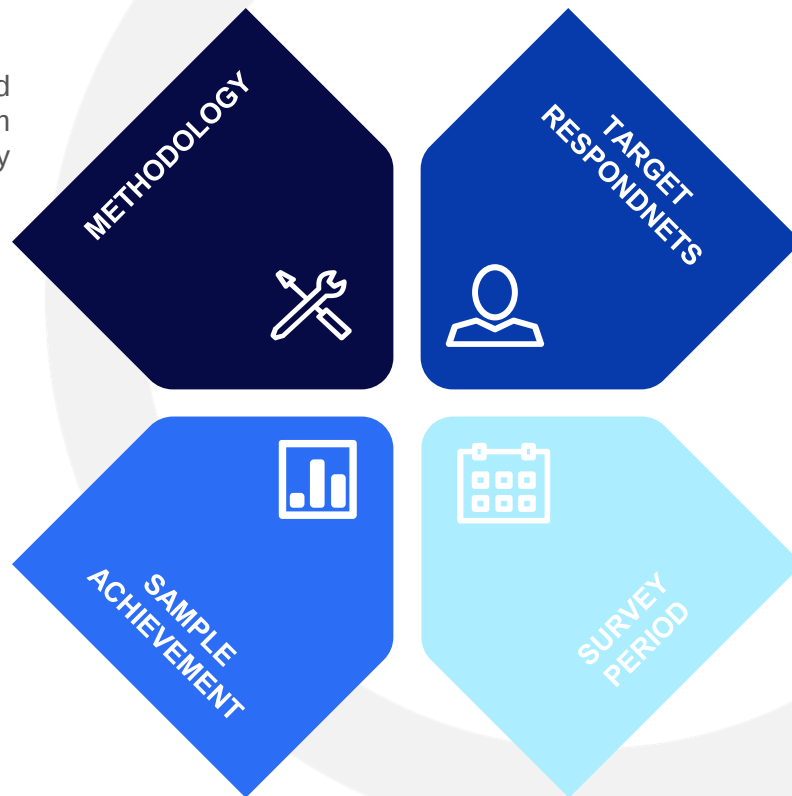
Hong Kong citizens who are aged 18-54 and who consider purchasing gifts/expect to receive gifts

Sample Achievements

HK - N=1,316 completes

Survey Period

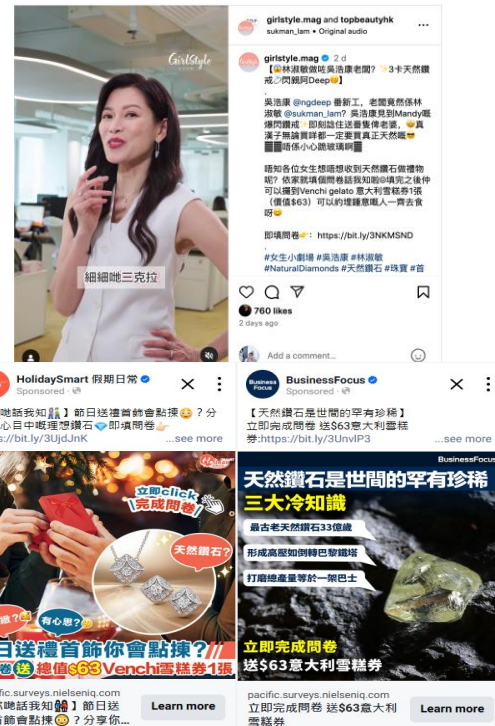
HK - 29 Oct - 1 Nov 2024



Background and Objectives

For most of us, a new year brings fresh opportunities, yearly goals, and professional and personal aspirations. Stepping into 2025, an online survey was conducted to understand respondents' purchase intention and receipt expectation of gifts and jewellery. The objective was to explore the awareness and consideration of natural diamond jewellery in both purchase and receipt, as well as the purchase mode and brand preference.

- NielsenIQ was commissioned to develop an online survey and it was promoted on multi social media channels for survey recruitment by DBG with a video of Mandy Lam running into Deep Ng in her office. Their conversation starts with talking about Mandy's diamond ring then her suggestion of natural diamonds to Deep who wants to buy it as gifts to his wife. The video also features the unique characteristics of natural diamonds as being the real diamond, symbol of eternal and unbreakable love, rare and holding eternal value.
- Followers were encouraged to complete the survey at the end of the video, with 1 gelato voucher as incentive. In just one week, total views for the videos were 384K+ and total impression at 533K+. 6,127 people clicked on the survey links with 1,316 samples completed (target 500 completes).
- NielsenIQ will provide insightful data analyses in this executive summary for De Beers' press release and future strategic development.



Notes to reader

Sample Size

Sample size smaller than $n=30$ will be marked with “**” to denote “small base”. Please use with caution.

Small Percentage

Small Percentage (*i.e., 1% or 5% depending on the question*) is sometimes removed for better readability.

Abbreviation of Labels

Married labels in report denote ‘Engaged/Married’

Executive Summary

Executive Summary About Gifting

Purchase intention of gifts and jewellery

- 93% **intend to purchase any gifts** with 80% consider to **purchase natural diamond jewellery**
- **Top gifting occasions** for purchase are Birthdays (58%), Anniversaries (40%), Valentine's Day (31%) and Christmas (31%)
- Myself (55%) and my spouse/partner (50%) are the **main targets for gifting**
- 34% claimed jewellery is their **TOP 1 most wanted to purchase as gifts**, while 67% mentioned it is one of their TOP 3 gifting choices
- **Natural diamonds attained the highest purchase intention** among all jewellery product categories comparing with other stones:
 - Rings - 73% Natural diamonds vs. 13% Lab-grown diamonds
 - Necklaces - 67% Natural diamonds vs. 17% Lab-grown diamonds
 - Earrings - 63% Natural diamonds vs. 16% Lab-grown diamonds
 - Bracelets - 61% Natural diamonds vs. 19% Lab-grown diamonds

Expectation of receiving gifts and jewellery

- 87% **expect to receive any gifts** with 77% wish to **receive natural diamond jewellery**
- **Top gifting occasions** for receipt are Birthdays (66%), Anniversaries (43%), Valentine's Day (35%) and Christmas (29%)
- 44% claimed jewellery is their **TOP 1 most wanted to receive as gifts**, while 76% mentioned it is in one of their TOP 3 wish list
- **Natural diamonds are the most wish to receive** among all jewellery product categories comparing with other stones:
 - Rings - 76% Natural diamonds vs. 14% Lab-grown diamonds
 - Necklaces - 73% Natural diamonds vs. 16% Lab-grown diamonds
 - Earrings - 70% Natural diamonds vs. 15% Lab-grown diamonds
 - Bracelets - 70% Natural diamonds vs. 16% Lab-grown diamonds

Executive Summary About Natural Diamonds

Considerations of natural diamonds

During the selection of natural diamonds, the top factors are:

- **72% consider 4Cs** (e.g. 54% color, 48% clarity, 48% carat and 43% cut)
- 53% consider the price
- **49% consider the certification**
- 46% consider the design
- **31% consider the origin of diamond** – Regarding the degree of importance, **61% think knowing the country of origin is important or extremely important**
- 31% consider the brand

Main reasons for choosing natural diamonds

- **Precious, rare, naturally formed through time and nature (43%)**
- **One-of-a-kind (36%)**
- **Holds value over time (34%)**
- Higher quality (33%)

Key natural diamonds statement association

- **Natural diamonds are very precious (85%)**
- **Natural diamonds are one-of-a-kind (84%)**
- **Natural diamonds hold value better because of their rarity and finite supply (80%)**
- Natural diamonds have unique charm and character (79%)
- Natural diamonds bring me joy to wear (74%)
- Natural diamonds give me confidence (72%)
- Natural diamonds have sentimental value (67%)

Executive Summary About the Awareness, Purchase Mode and Brand Preference

Awareness and familiarity of natural diamonds

- **Top familiarity** with natural diamonds are the Choices of brands (72%), Choices of designs (70%) and **Certificate/grading reports (70%)**
- **Other familiarity** are Type of diamonds - natural vs. lab-grown (65%), Knowledge of 4Cs (63%), How diamonds are priced (63%), Origin of diamonds (62%)
- The **main sources of awareness** are:
 - 40% Social media (e.g. 24% Facebook, 23% Instagram, 6% Xiaohongshu and 4% WeChat)
 - 37% Local brand websites
 - 37% Diamond advertisements
 - 31% Friends or coworkers

Purchase mode and brand preference of natural diamond jewellery

- **81% will purchase from physical stores** with 97% of those who plan to purchase from physical stores chose Hong Kong in-store
- 45% prefer **local brand**, followed by 23% **international brand**

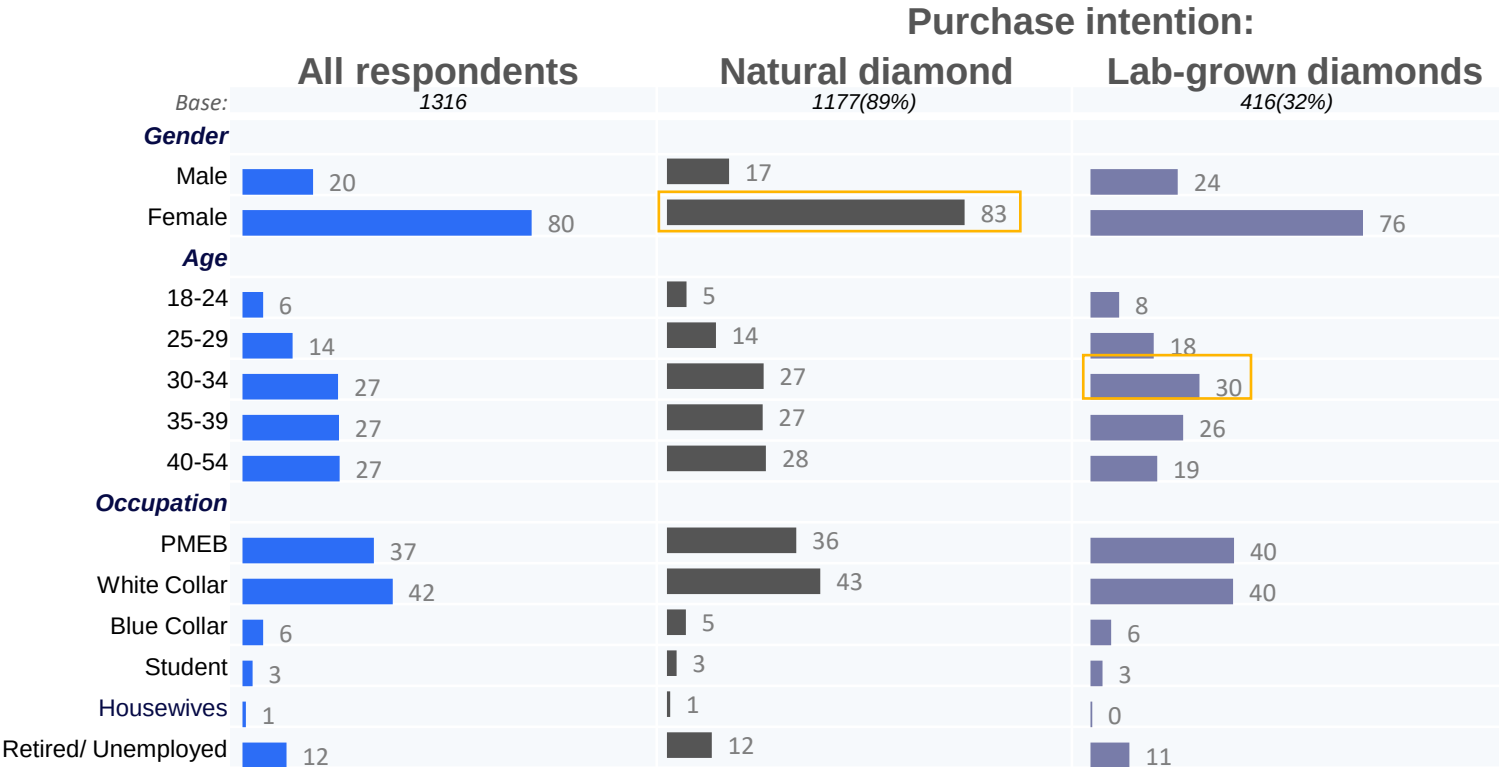
Research for natural diamond jewellery before purchase

- **89% will do research** through the below channels:
 - 46% Search engine
 - 46% Local shop websites
 - 41% Friend/family member/coworker who has purchased diamonds previously or 39% seek opinions from families or friends
 - 39% Social media (e.g. 26% Facebook, 22% Instagram, 7% Xiaohongshu and 6% WeChat)
- 65% agree or highly agree the research information obtained so far are sufficient
- They **intend to learn more about** How diamonds are priced (50%), **Certificate/grading reports (48%)**, Type of diamonds - natural vs. lab-grown (45%), Knowledge of 4Cs (42%), Origin of diamonds (39%), Choices of brands (35%), Choices of designs (30%)

Gift Purchase and Reception Preferences

Respondent Profiles

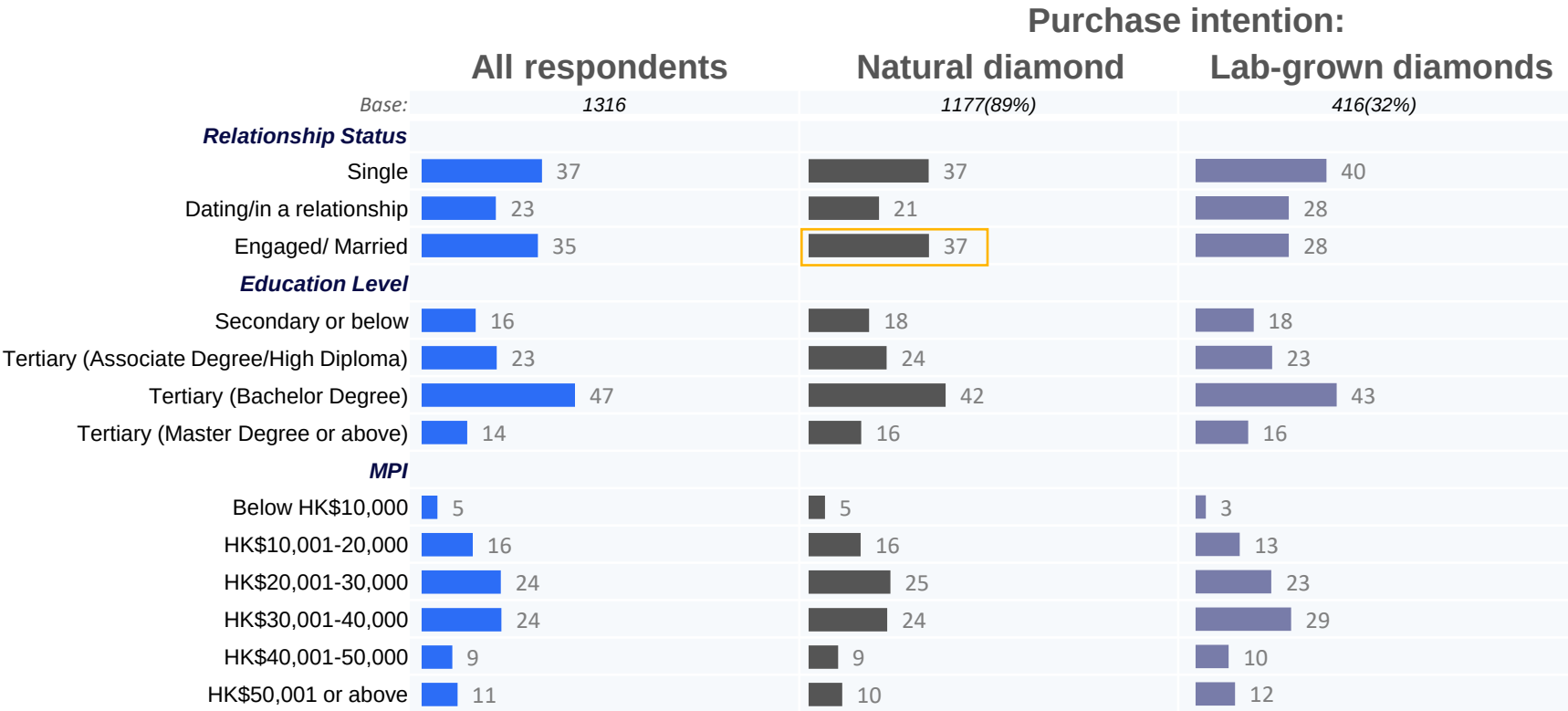
- 83% of females intend to purchase natural diamonds in the next 12 months.
- 30% of 30-34 years old intend to purchase lab-grown diamonds in the next 12 months.



* PMEB: Professionals, Managers, Executives and Businessmen

Respondent Profiles

- 37% of those engaged/married intend to purchase natural diamonds in the next 12 months.



Gift Purchase Intention

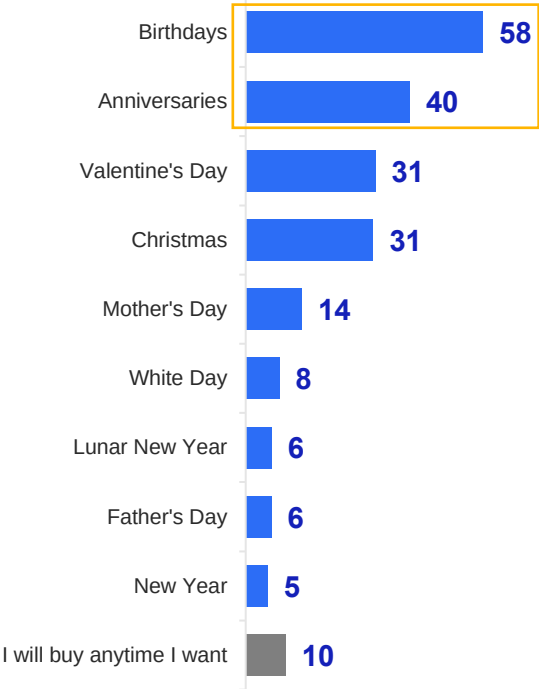
- 93% of respondents intend to purchase gifts in the next 12 months, purchasing mainly for themselves (55%) or for their spouse/partner (50%).
- Respondents intend to purchase gifts more often during birthdays (58%) and anniversaries (40%).

Purchase intention for gifts (%)

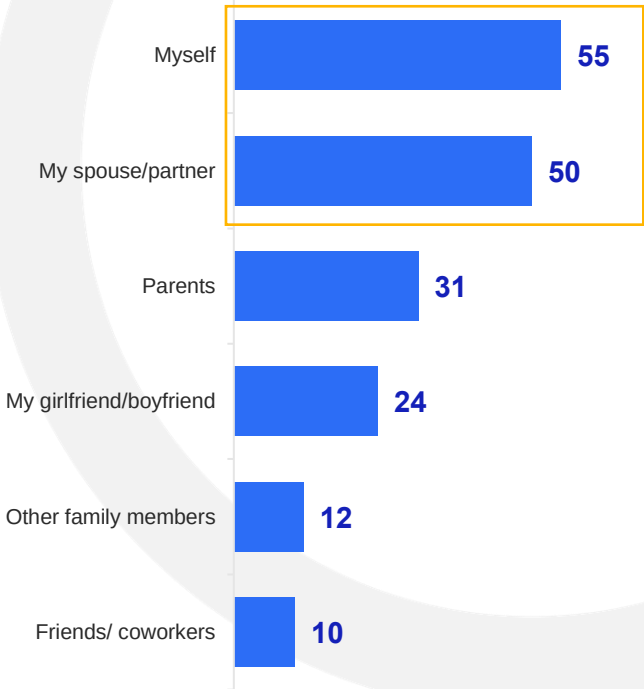


■ Yes ■ No

Purchase occasion (%)

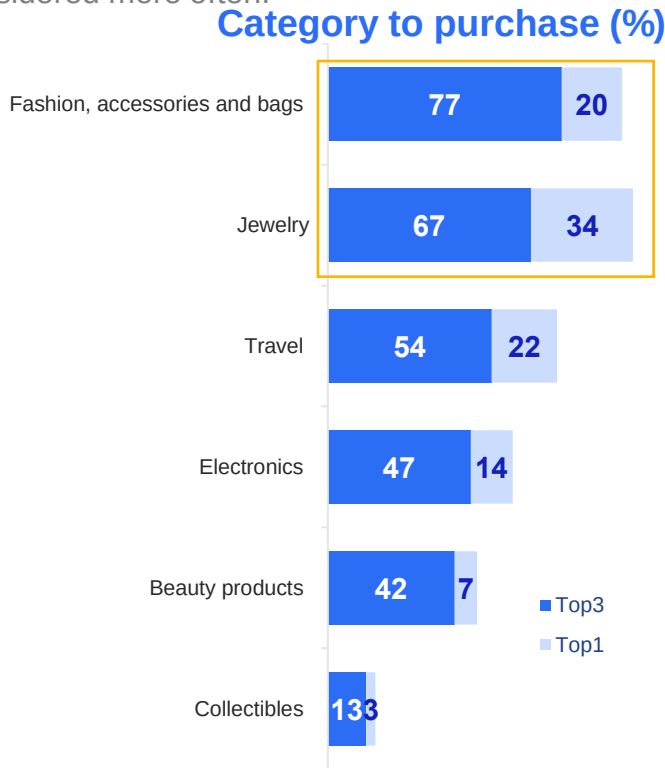


Purchase target (%)



Gift Purchase Intention

- Those who intend to purchase gifts would choose fashion, accessories and bags and jewellery as gift types more.
- Among those who intend to purchase jewellery, natural diamond products (necklaces, rings, bracelets, earrings) are considered more often.



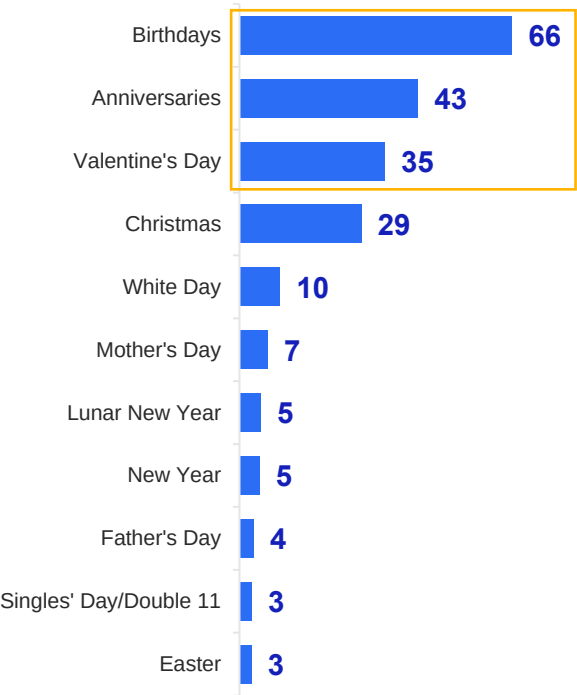
Gift Reception Expectation

- 87% of respondents expect to receive gifts in the next 12 months, particularly during birthdays, anniversaries or Valentines day.
- Respondents wish to receive jewellery or fashion, accessories and bags the most.

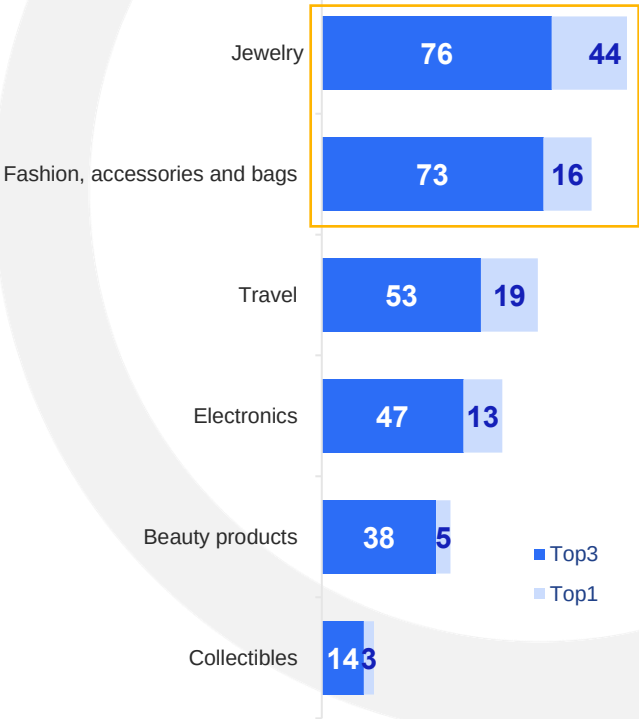
Expecting to receive gifts (%)



Occasion to receive (%)



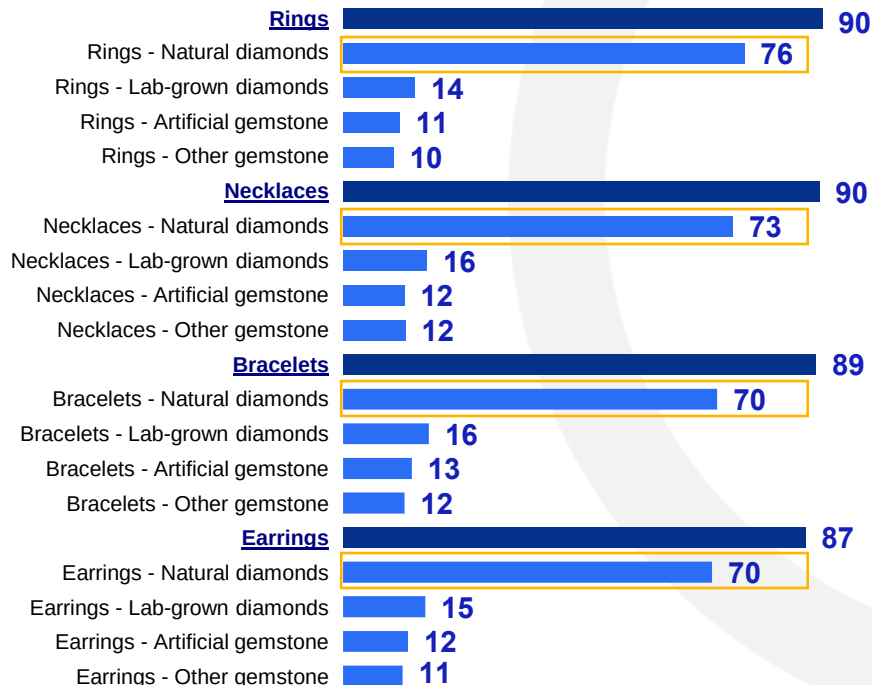
Categories (%)



Gift Reception Expectation

- Among those who expect to receive jewellery as gifts, natural diamond products (rings, necklaces, bracelets and earrings) are the more wished for jewellery type.

Jewellery products wish to receive (%)

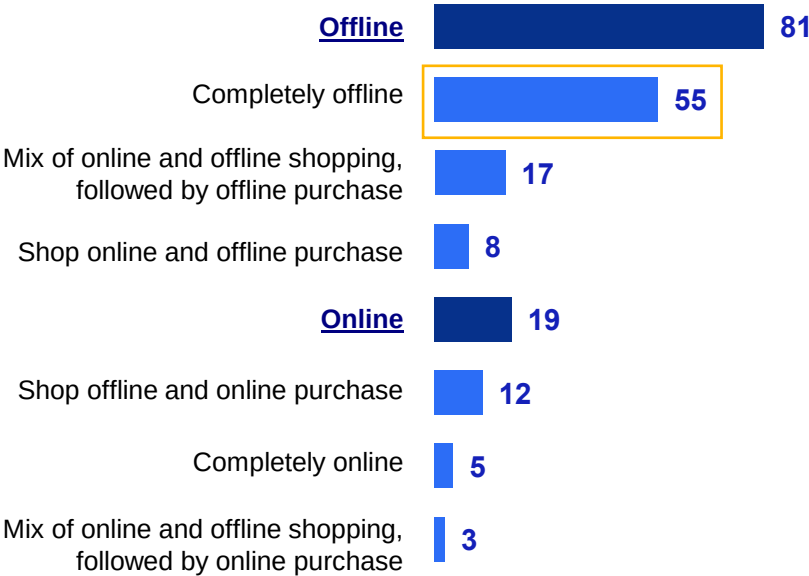


Purchase Behavior and Brand Preference

Purchase and Brand Preferences

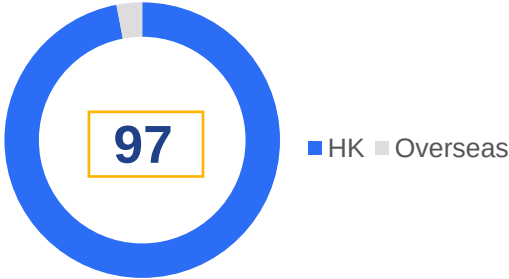
- Of those who are planning to purchase gifts, 55% would choose to buy completely offline, with 97% planning to buy in HK.

Purchasing Channel (%)



Base: Those who intend to purchase any gifts (n=1226)

Purchase location (%)

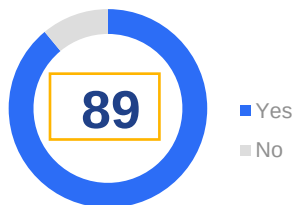


Base: Those who intend to purchase any gifts offline (n=992)

Research for Natural Diamond Jewellery

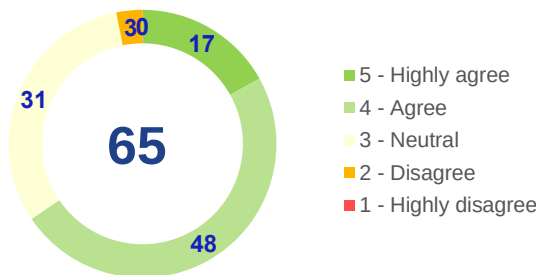
- Majority of respondents would conduct research for natural diamond jewellery before purchasing.
- Among those who would conduct research before purchase, local shop websites (46%) and friend/family/coworkers are sources of information they would consult more often.

Research for natural diamond jewellery before purchase (%)



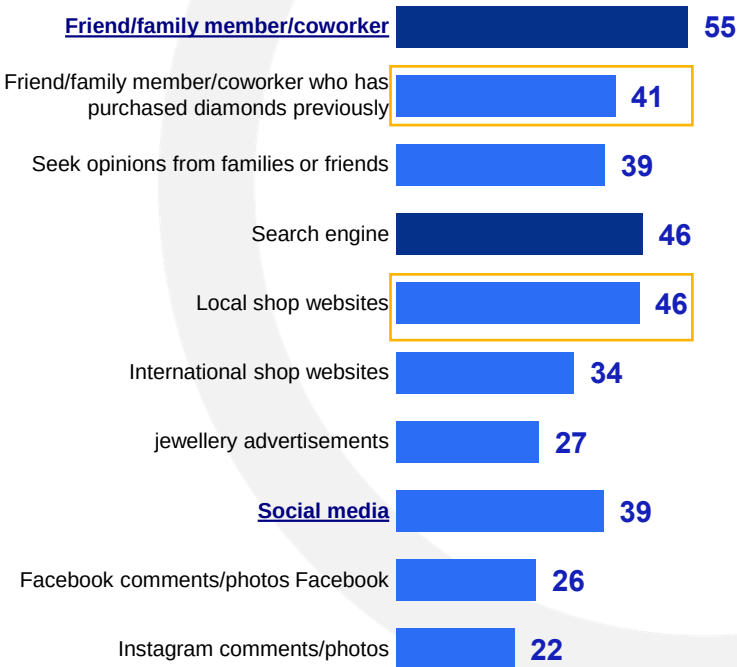
Base: Those who intend to purchase any gifts (n=1226)

Sufficiency of research information(%)



Base: Those who will do research before purchase (n=1086)

Source of Information (%)

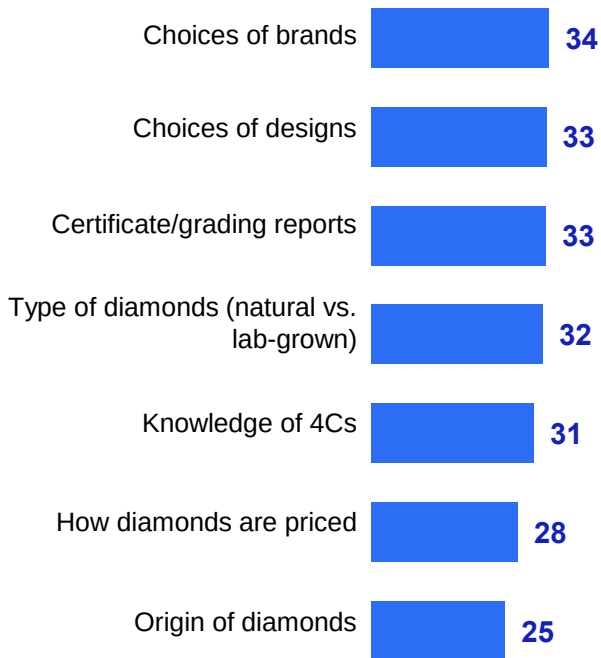


Base: Those who will do research before purchase (n= 1086)

Familiarity and Type of Information wanted for those who would do Research before Purchase

- Respondents would like to learn more about how diamonds are priced (50%), certificate/grading reports (48%) and type of diamonds (45%).

Slightly to very familiar(%)



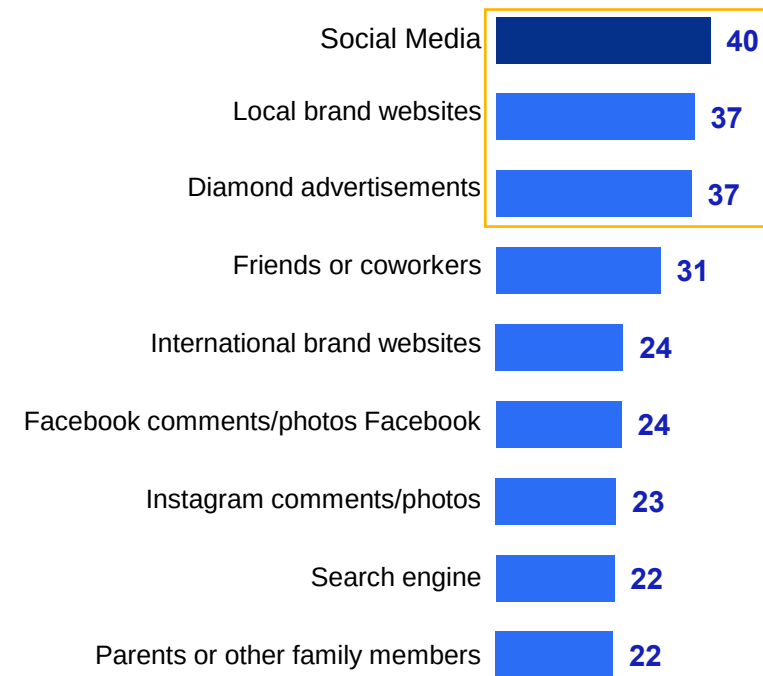
Type of information wanted (%)



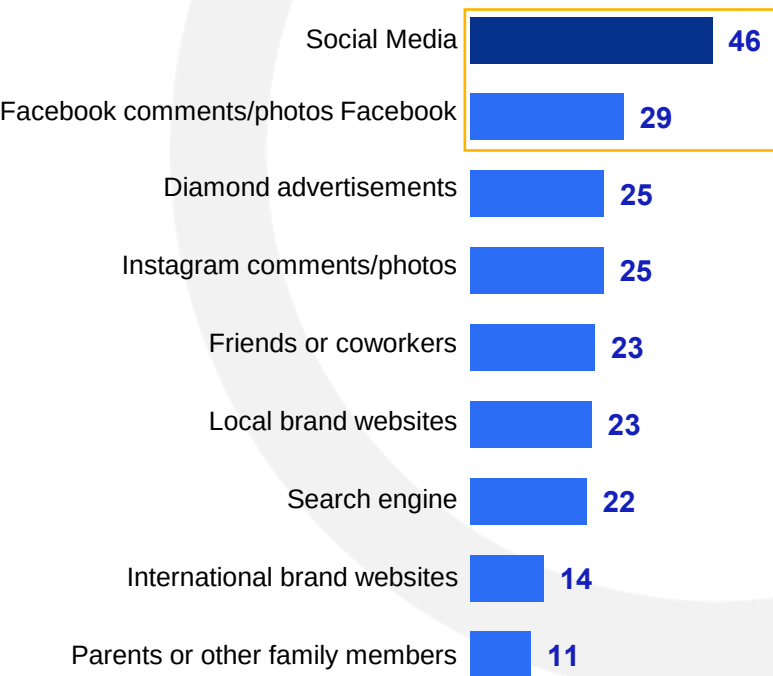
Source of Awareness – Information on Diamonds

- Respondents saw or heard information relating to natural diamonds through social media, local brand websites and diamond advertisements more often.
- For lab-grown diamonds, Social Media and Facebook were the more key channels through which respondents obtained information.

Natural diamond (%)

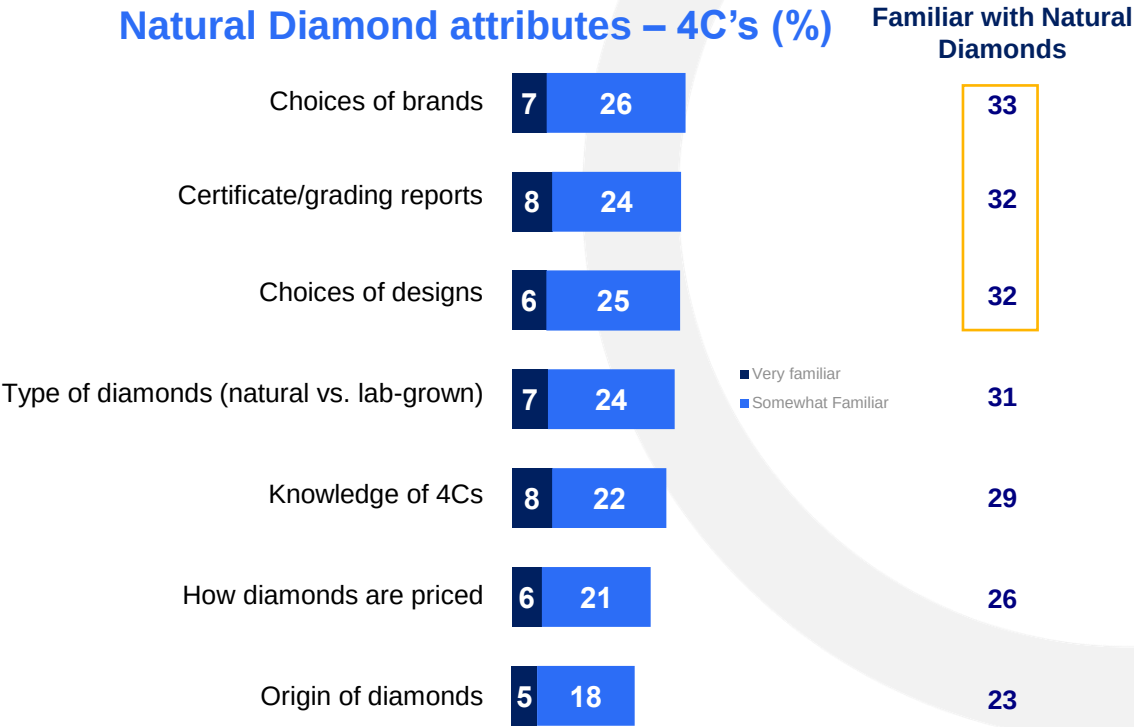


Lab-grown diamonds (%)



Familiarity with Natural Diamonds

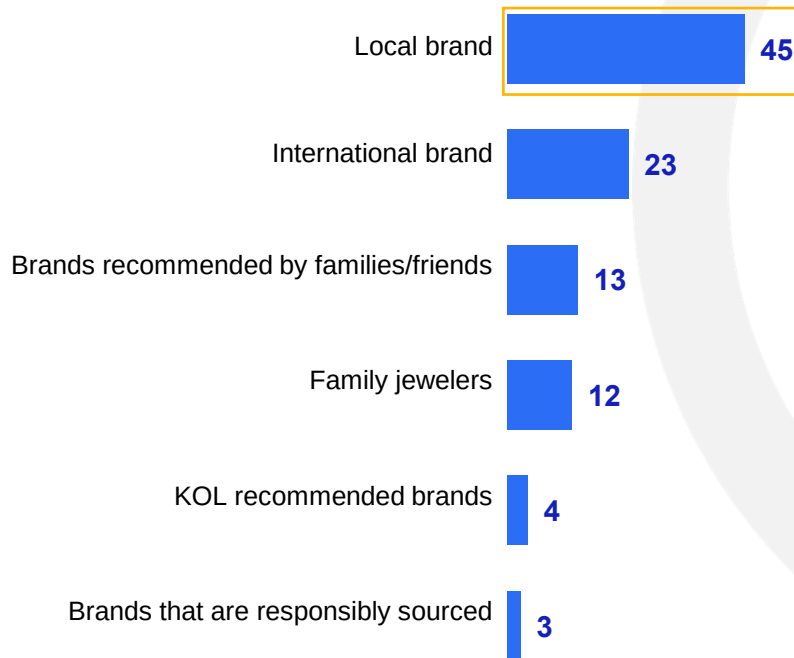
- 33% of respondents are more familiar with Choices of brands for natural diamonds, followed by 32% Certificate/grading reports and choices of designs.



Brand Preference

- When purchasing natural diamond jewellery, respondents largely prefer to purchase from local brands.

Brand preference for natural diamond jewellery (%)

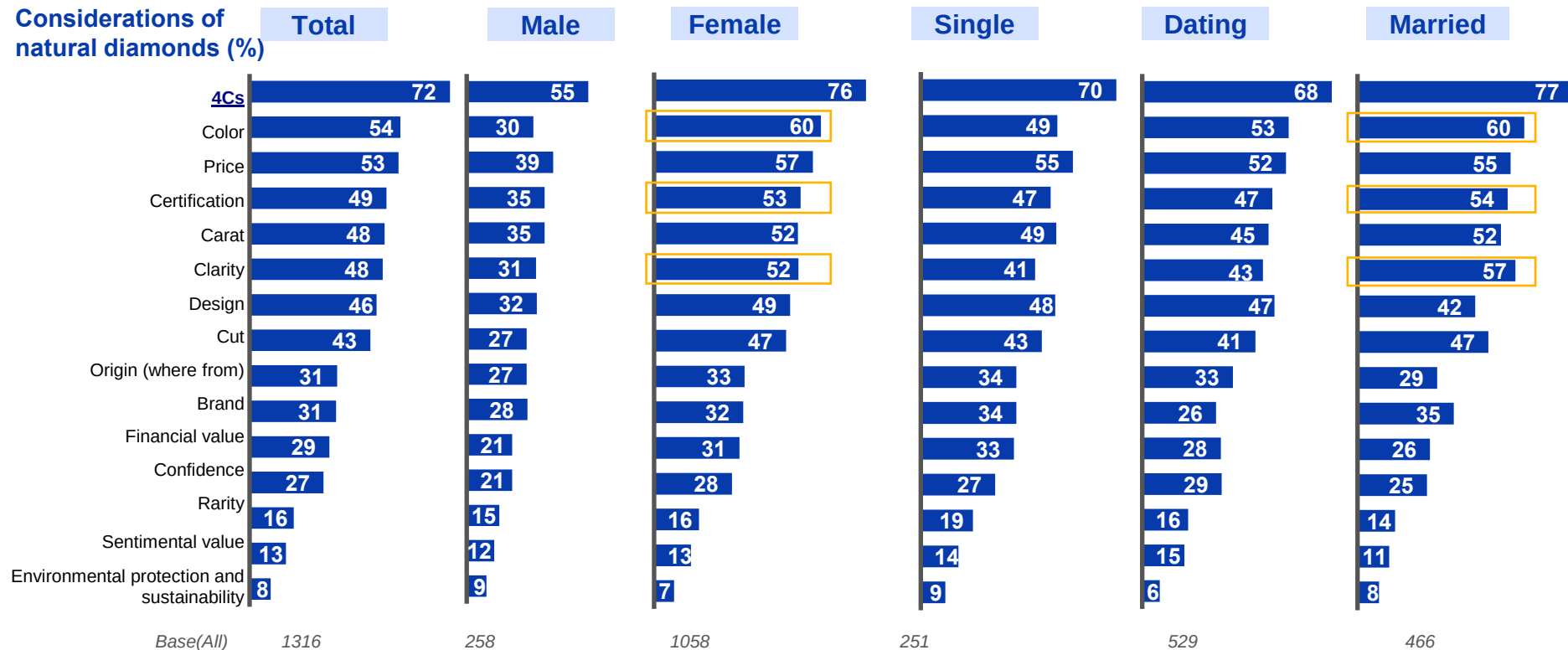


Consideration of Natural Diamonds

Considerations when Selecting Natural Diamonds

- Slightly more female or married respondents consider color, certification and clarity when selecting natural diamonds.

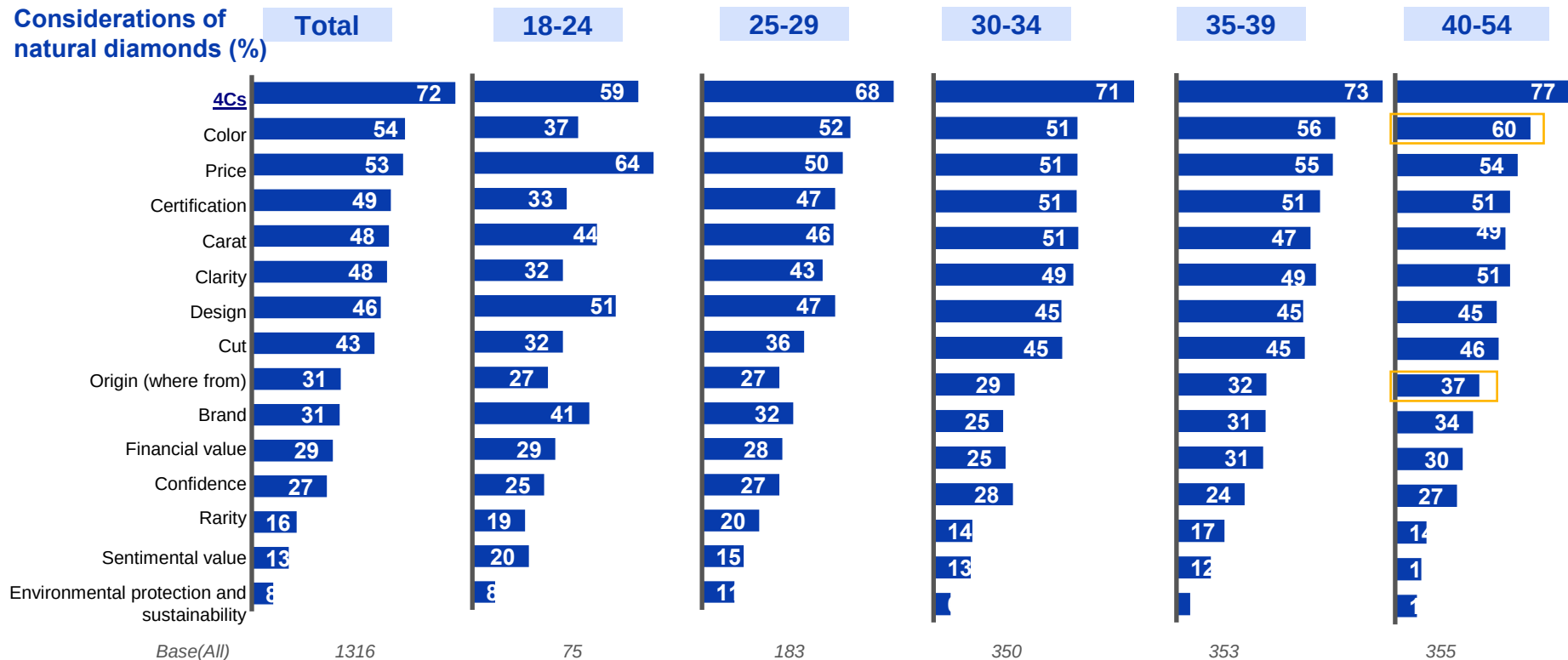
Considerations of natural diamonds (%)



Considerations when Selecting Natural Diamonds

- Slightly more of those aged 40-54 consider color and origin when selecting natural diamonds.

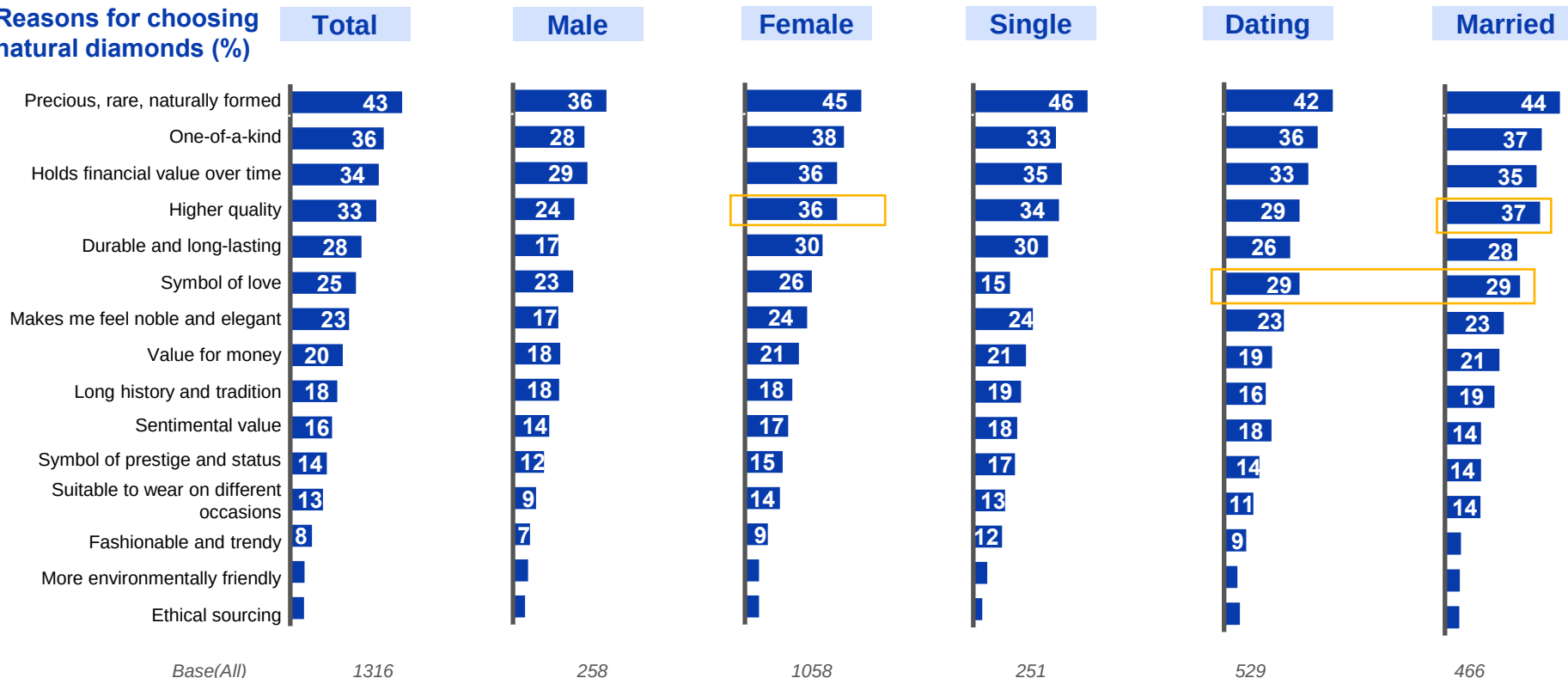
Considerations of natural diamonds (%)



Reasons for Selecting Natural Diamonds

- Slightly more female or married respondents select natural diamonds due to its higher quality.
- While slightly more of those dating or married respondents choose natural diamonds as it's a symbol of love.

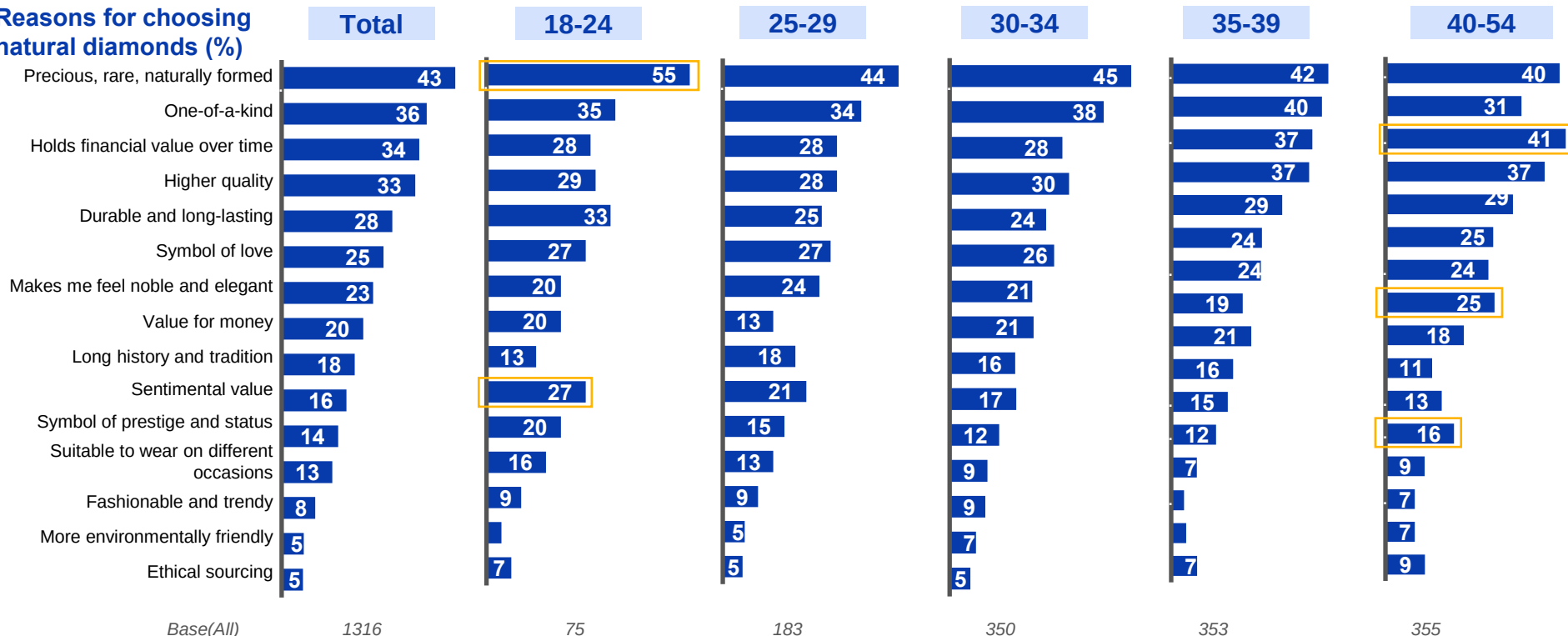
Reasons for choosing natural diamonds (%)



Reasons for Selecting Natural Diamonds

- Slightly more aged 18-24 selected natural diamonds as it is precious, rare, naturally formed and its sentimental value.
- Slightly more aged 40-54 selected natural diamonds as it holds financial value over time, value for money and suitable for wearing on different occasions.

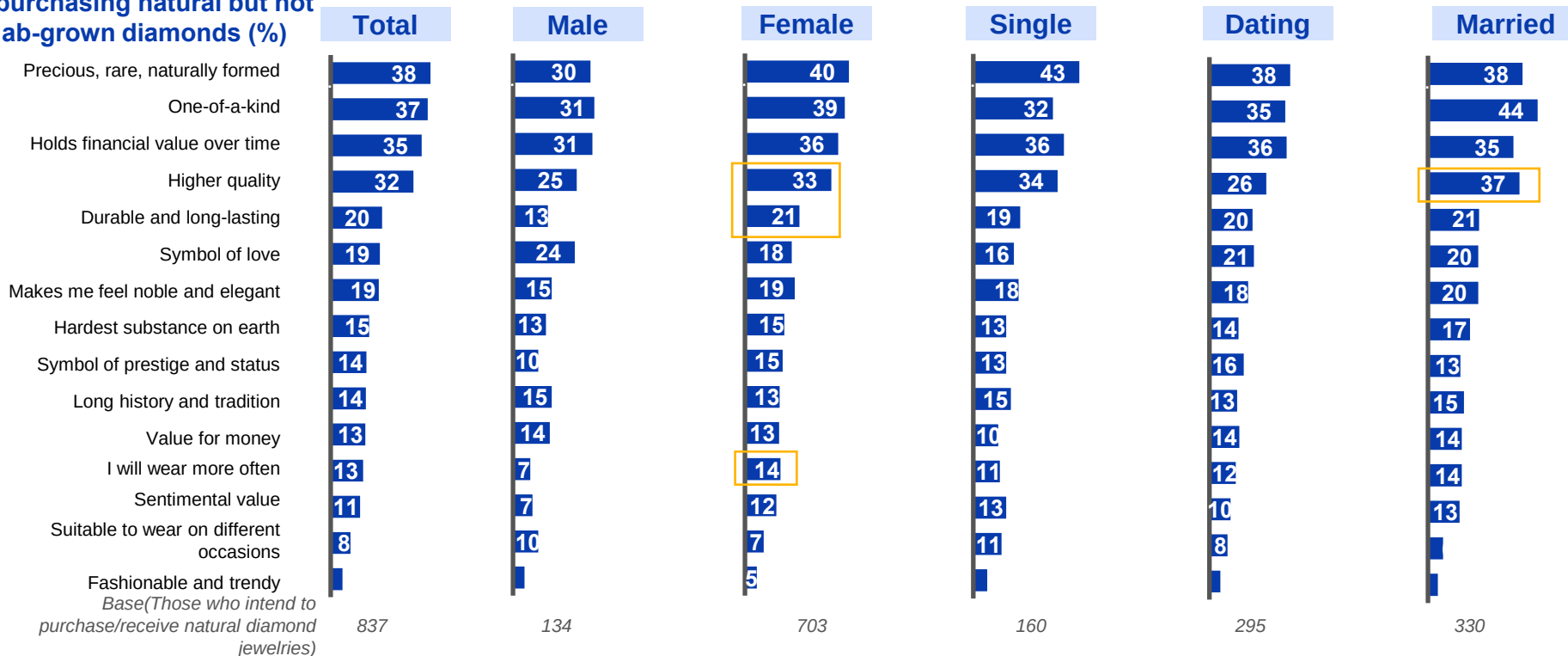
Reasons for choosing natural diamonds (%)



Reasons for Considering Natural Diamonds but not Lab-grown Diamonds

- Higher quality, durable and long-lasting and wearing more often are reasons why more females consider natural diamonds over lab-grown diamonds.
- Slightly more engaged/married respondents considered natural diamonds over lab-grown diamonds as it is higher quality.

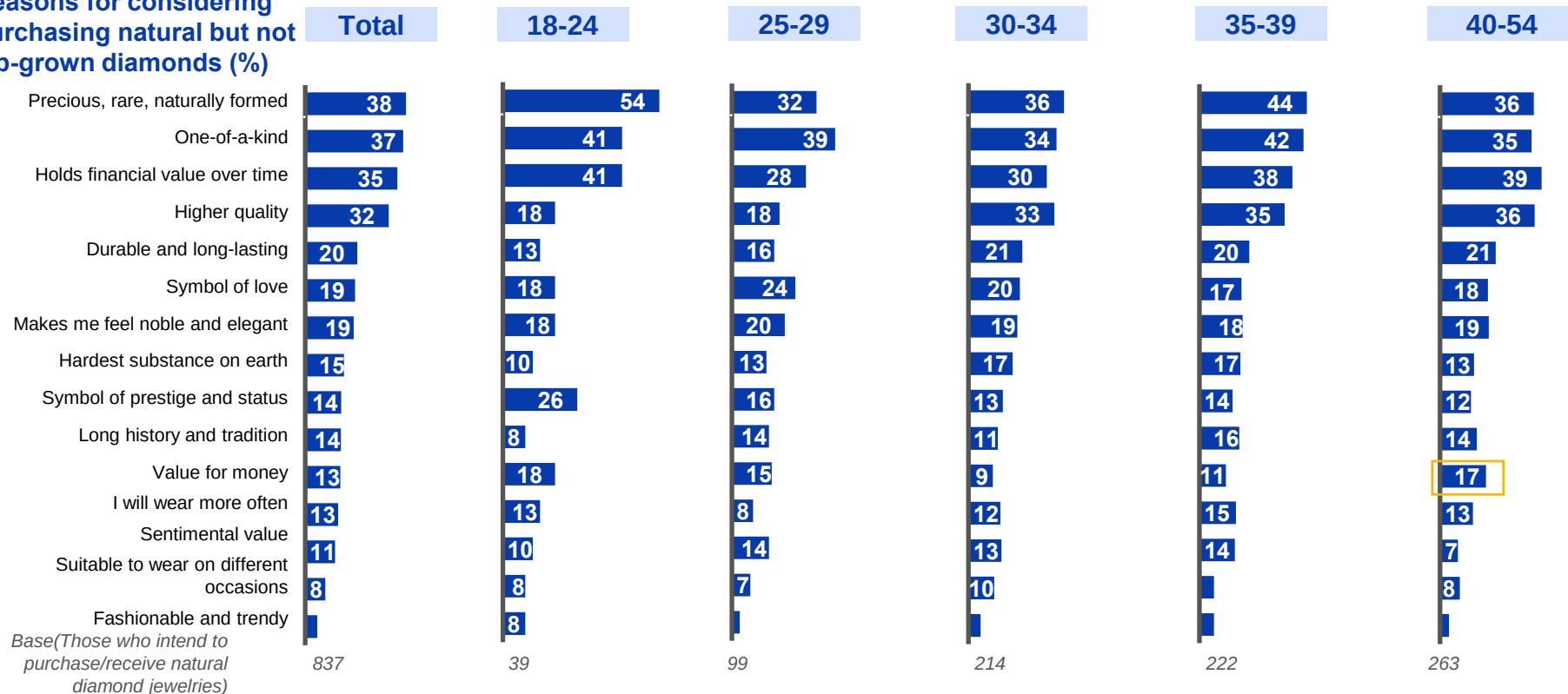
Reasons for considering purchasing natural but not lab-grown diamonds (%)



Reasons for Considering Natural Diamonds but not Lab-grown Diamonds

- Slightly more aged 40-54 considered purchasing natural diamonds as it is value for money.

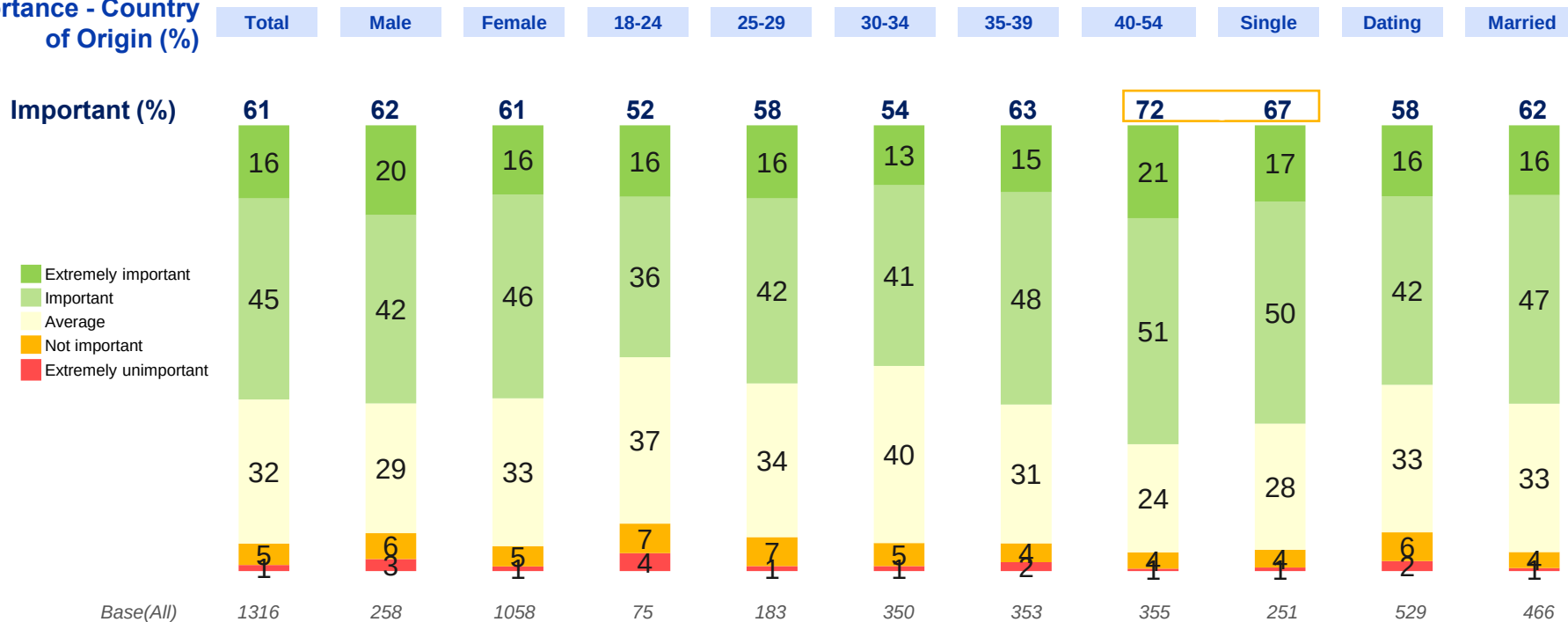
Reasons for considering purchasing natural but not lab-grown diamonds (%)



Degree of Importance – Country of Origin

- Slightly more aged 40-54 or single respondents consider the country of origin of diamonds as important.

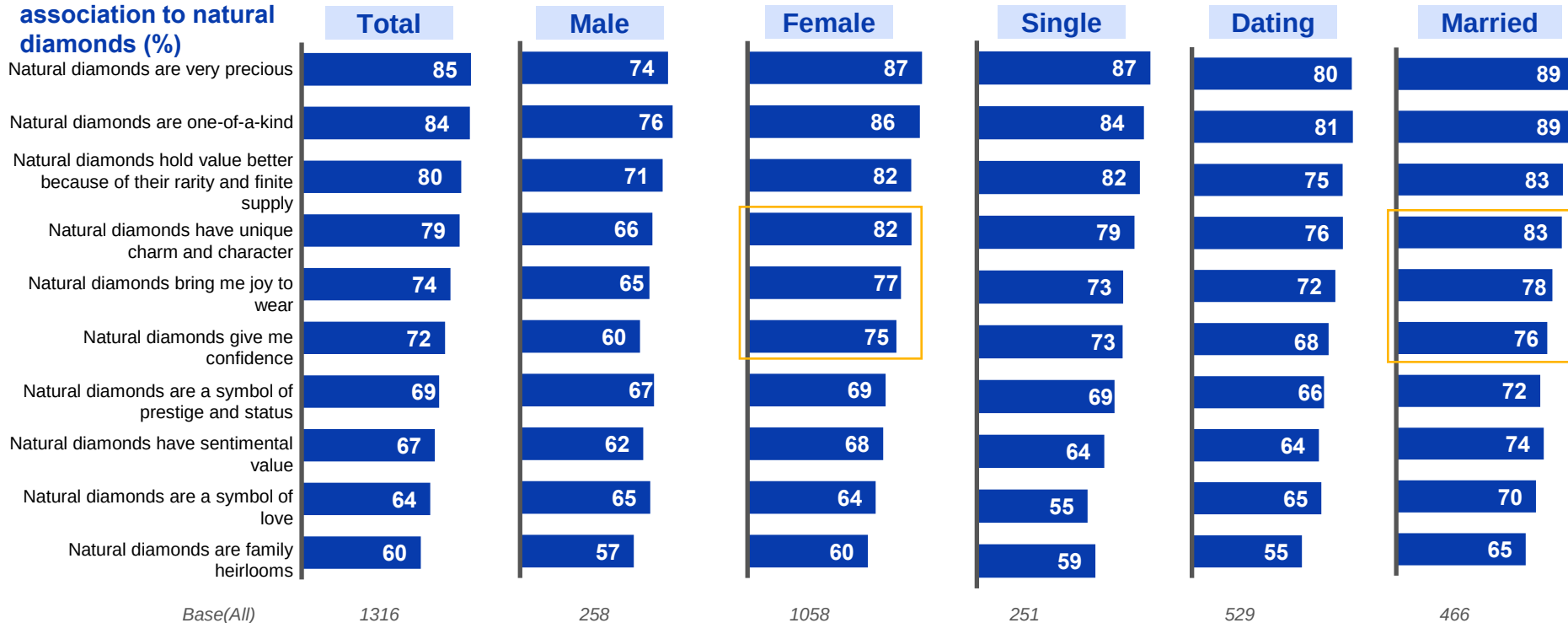
Importance - Country of Origin (%)



Statements Associated with Natural Diamonds

- Slightly more female or engaged/married respondents agree with the statements that natural diamonds have a unique charm and character, bring them joy to wear and gives them confidence.

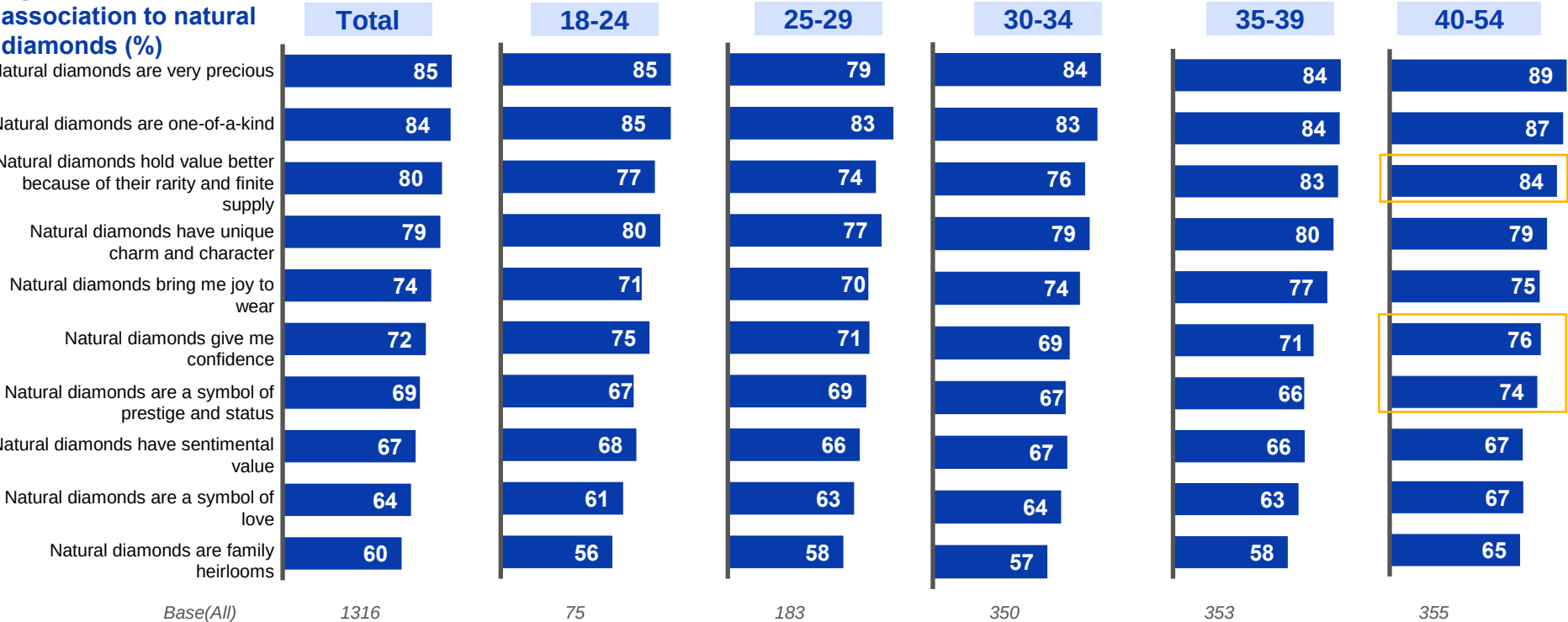
Agree with statement association to natural diamonds (%)



Statements Associated with Natural Diamonds

- Aged 40-54 have stronger sentiments towards natural diamonds holding value better because of their rarity and finite supply, giving them confidence and are a symbol of prestige and status.

Agree with statement
association to natural
diamonds (%)

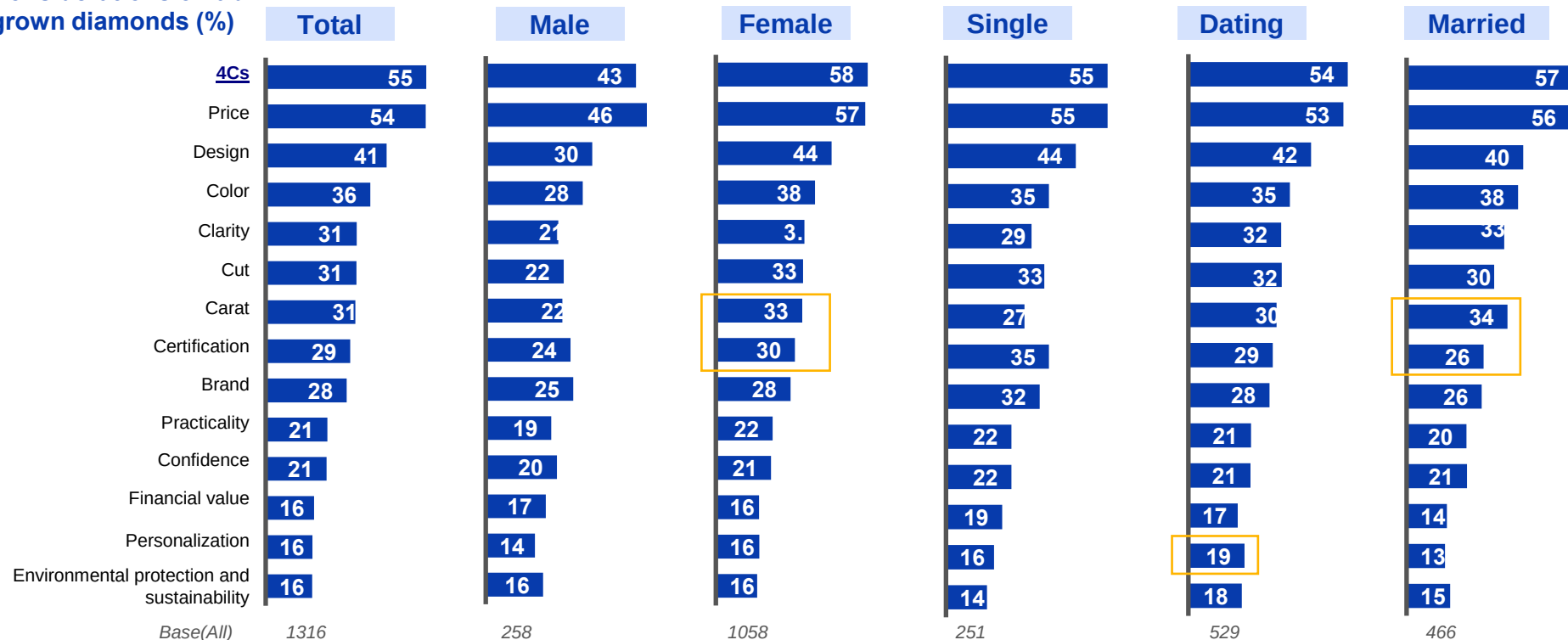


Consideration of Lab-grown Diamonds

Considerations when Selecting Lab-grown Diamonds

- Higher proportion of females or engaged/married would consider carat and certification when selecting lab-grown diamonds.
- While those who are dating would consider personalization more when selecting lab-grown diamonds.

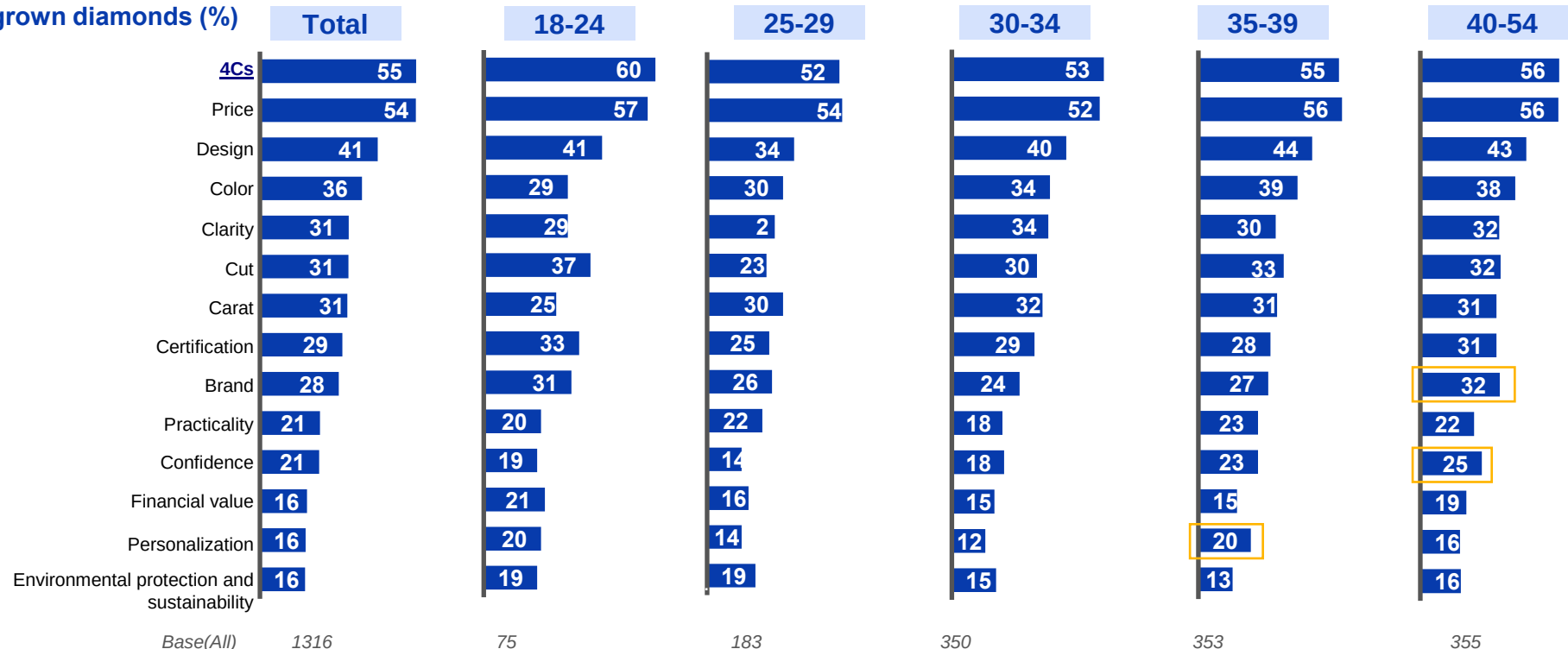
Considerations of lab-grown diamonds (%)



Considerations when Selecting Lab-grown Diamonds

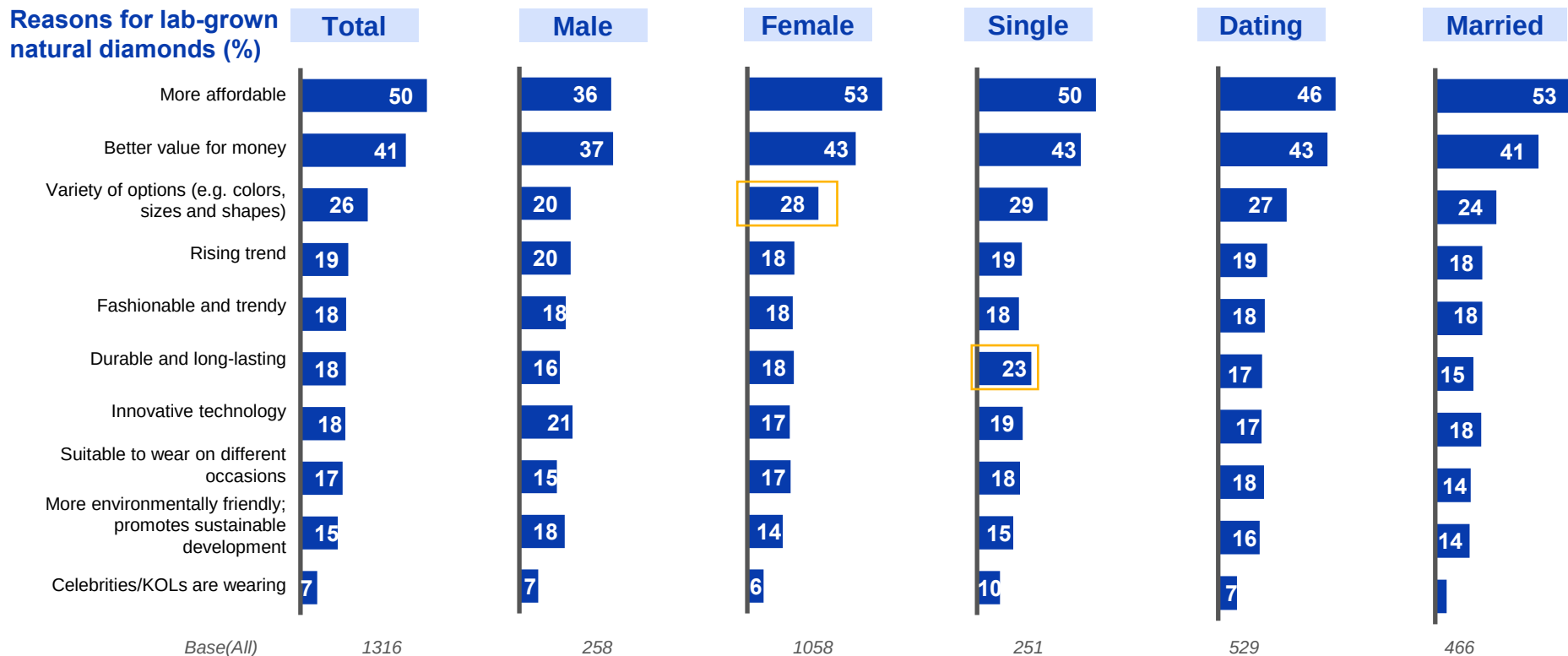
- 40-54 would consider brand and confidence more often when selecting lab-grown diamonds.
- In comparison to other age groups, those aged 35-39 would consider personalization more.

Considerations of lab-grown diamonds (%)



Reasons for Choosing Lab-grown Diamonds

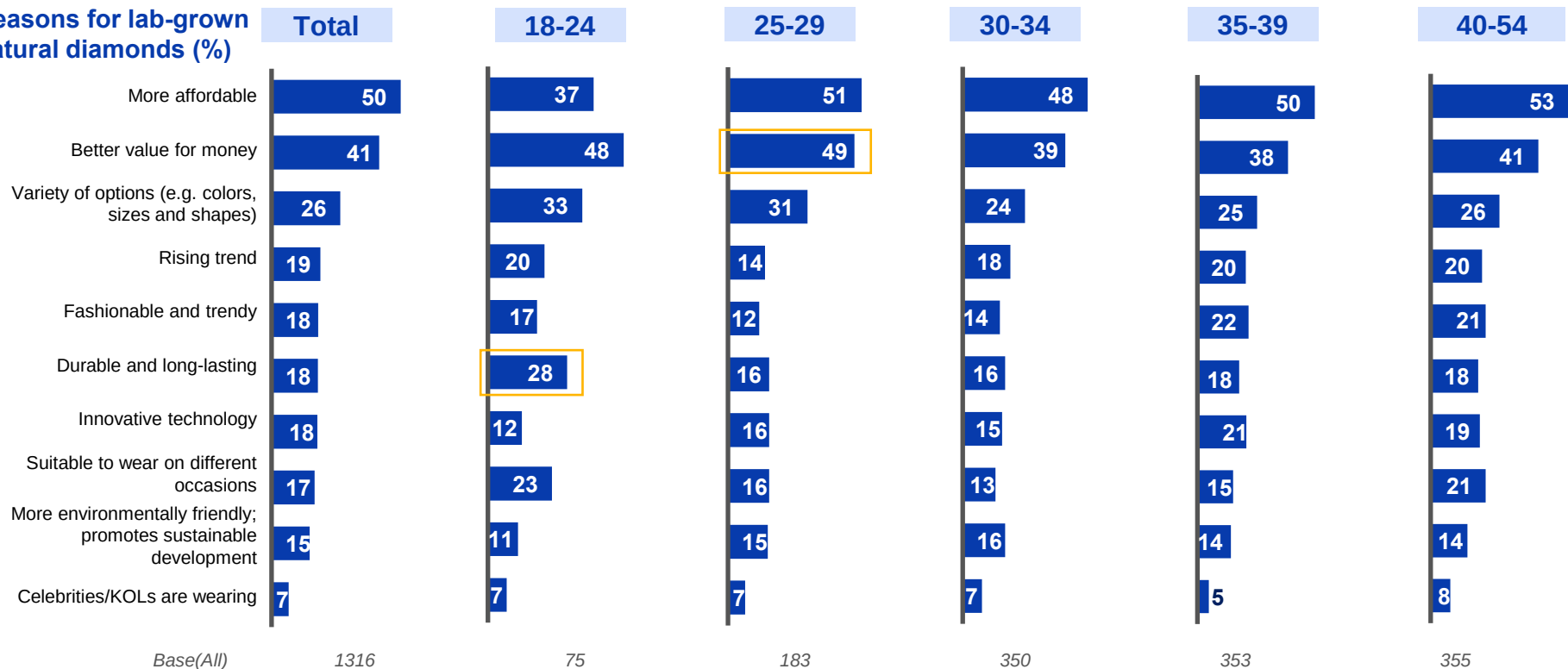
- Affordability and value for money are key reasons for choosing lab-grown natural diamonds.
- Slightly more female choose lab-grown diamonds because of the variety of options, while those who are single cite durability and long-lasting.



Reasons for Choosing Lab-grown Diamonds

- Slightly more of those aged 18-24 cite durable and long lasting as reasons for choosing lab-grown diamonds.
- While more of those aged 25-29 think lab-grown diamonds is better value for money.

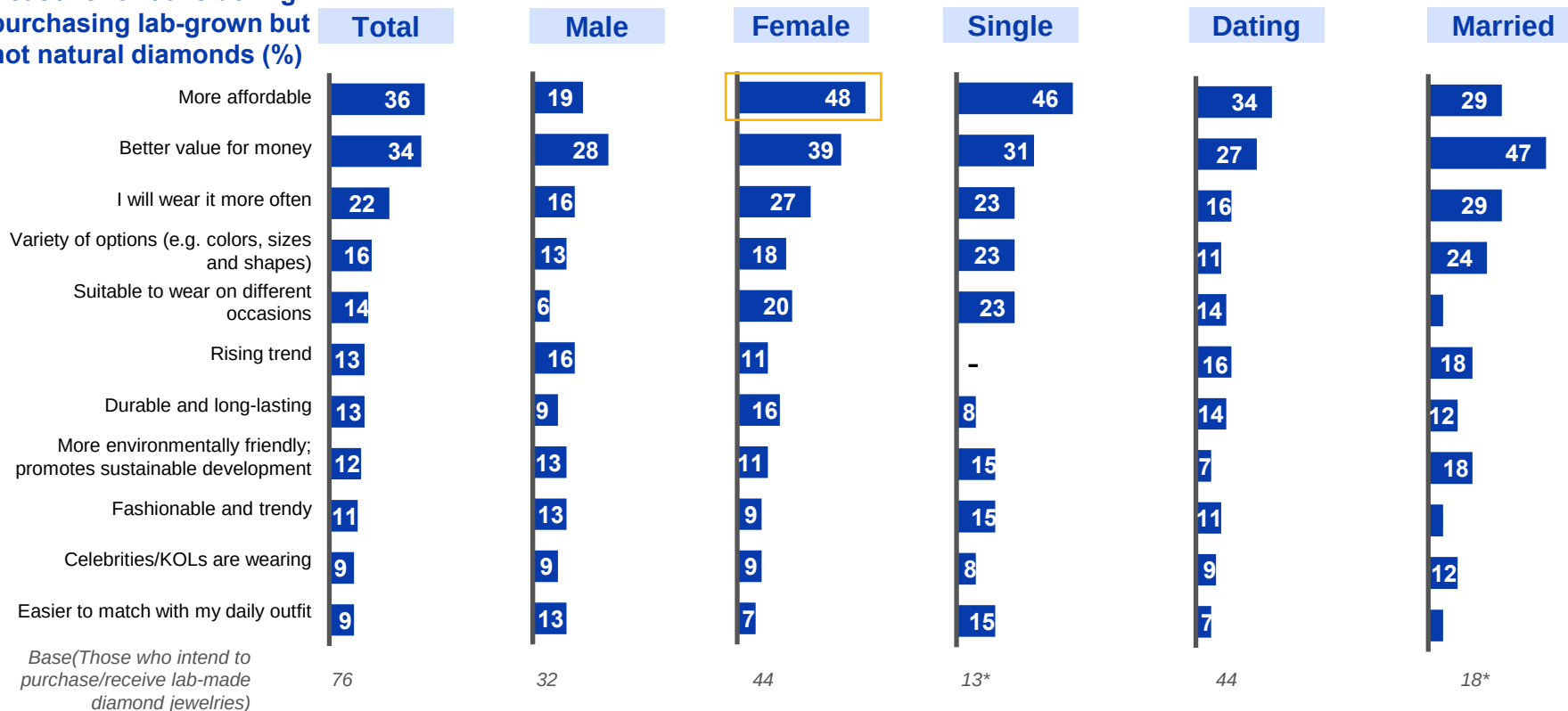
Reasons for lab-grown natural diamonds (%)



Reasons for Considering Lab-grown but not Natural Diamonds

- More affordable and better value for money are key reasons for considering lab-grown but not natural diamonds.
- Particularly female consumers consider lab-grown diamonds more due to its affordability.

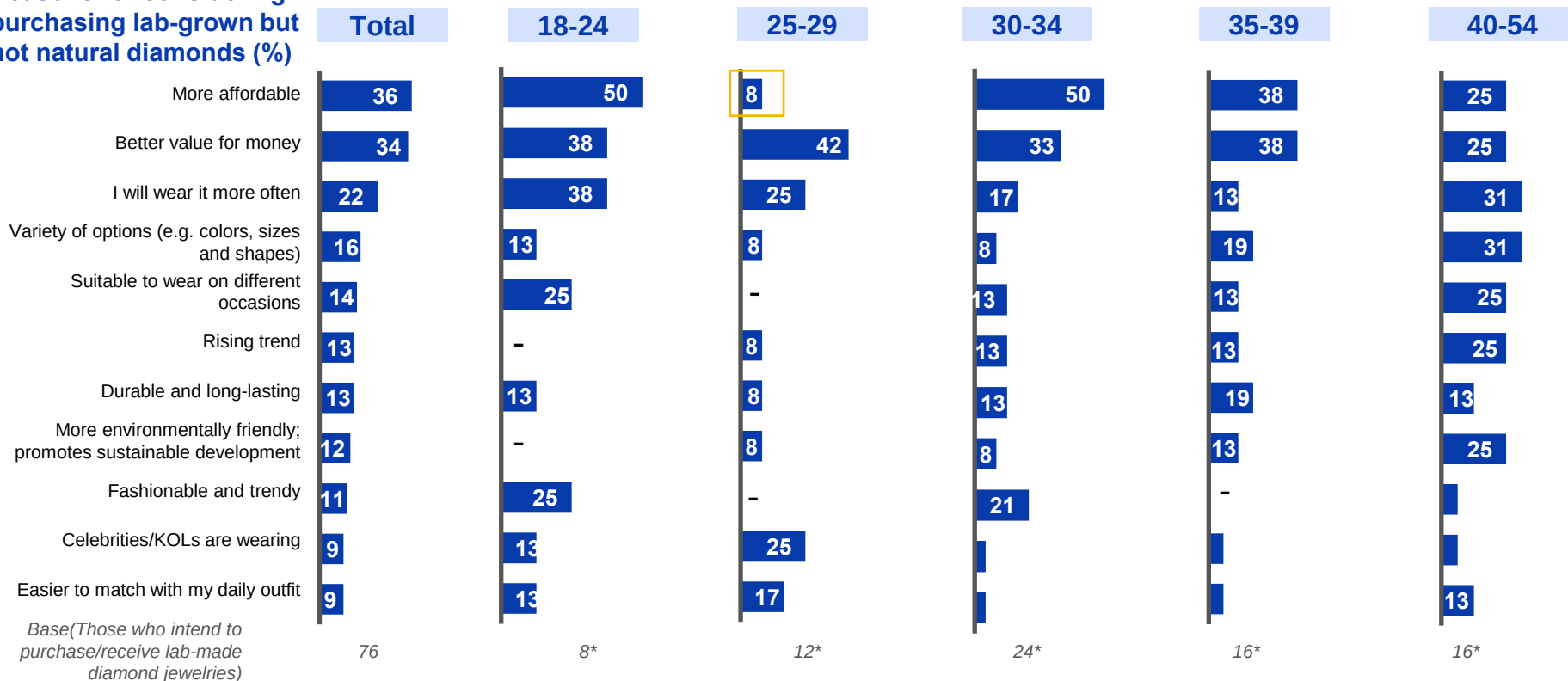
Reasons for considering purchasing lab-grown but not natural diamonds (%)



Reasons for Considering Lab-grown but not Natural Diamonds

- Less consideration on affordability among 25-29 year olds.

Reasons for considering purchasing lab-grown but not natural diamonds (%)



NIQ

DE BEERS GROUP