

Saudi Arabia Gold and Diamond Jewelry Market By Type (Diamond in Gold Jewelry, Gold Jewelry, Gemstone Other than Diamond in Gold Jewelry, Diamond in Other than Gold Metal Jewelry), By Sales Channel (Jewelry Showrooms & Wholesales Market, Company Exclusive Showrooms, Online), By Region, Competition, Forecast & Opportunities, 2020-2030F

Market Report | 2025-05-16 | 82 pages | TechSci Research

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Report description:

Market Overview

The Saudi Arabia Gold and Diamond Jewelry Market was valued at USD 4.56 Billion in 2024 and is projected to reach USD 8.34 Billion by 2030, growing at a CAGR of 10.59% during the forecast period. This growth is largely attributed to rising disposable incomes and a strong cultural affinity for luxury adornments. Jewelry remains an integral aspect of Saudi customs, especially in weddings and festive celebrations, thereby sustaining strong demand for premium products. Government-backed initiatives under Vision 2030 have also spurred the retail and tourism sectors, drawing international luxury brands and expanding the consumer base. The growing influence of global fashion trends, alongside social media, is fostering increased consumer awareness and encouraging purchases of high-end, contemporary, and customized pieces. Additionally, the evolution of retail experiences-ranging from immersive in-store services to sophisticated online platforms-is playing a key role in enhancing customer engagement and supporting overall market expansion.

Key Market Drivers

Presence of Global Luxury Brands

The expansion of global luxury brands has become a crucial driver for Saudi Arabia's gold and diamond jewelry market. Leading international names such as Cartier, Tiffany & Co., Bulgari, and Dolce & Gabbana have firmly established their presence, offering collections that appeal to both traditional tastes and modern aesthetics. Their entry has elevated consumer expectations for craftsmanship and design, prompting local jewelers to enhance their offerings to remain competitive. The emergence of upscale

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retail environments such as VIA Riyadh has further facilitated these brands' visibility and access to high-net-worth individuals and tourists. In alignment with Vision 2030, which emphasizes retail and tourism development, the presence of international luxury players continues to reshape the landscape, driving both product diversification and market growth.

Key Market Challenges

Counterfeiting & Fraud

Counterfeit products remain a persistent challenge in Saudi Arabia's gold and diamond jewelry market. High-value items like gold and diamonds are attractive targets for counterfeiters who produce fake replicas that often mislead consumers. These low-quality imitations undermine consumer trust and damage the reputations of authentic brands. In response, regulatory bodies such as the Ministry of Commerce and the Saudi Authority for Intellectual Property (SAIP) have implemented stricter enforcement measures, including penalties, imprisonment, and the establishment of IP courts. Despite these efforts, ongoing vigilance and public education remain essential to safeguard the integrity of the market and protect both consumers and legitimate businesses from fraudulent activities.

Key Market Trends

Digital Transformation and E-Commerce Growth

Digitalization and the growth of e-commerce are transforming how gold and diamond jewelry is marketed and sold in Saudi Arabia. Following shifts in consumer behavior-particularly accelerated by the pandemic-many luxury brands have upgraded their digital presence to meet demand for convenience and personalization. This includes the launch of virtual try-on features and AI-enabled customization tools. According to projections, Saudi Arabia's eCommerce sector is expected to generate USD 16.53 billion in revenue by 2025. The government's Vision 2030, with its focus on building a digital economy, further supports this trend. With high smartphone penetration and a youthful, tech-savvy population, the online jewelry segment is poised for rapid growth, making digital transformation a core element of the market's evolution.

Key Market Players

- Al Romaizan Gold & Jewellery
- Lazurde Company for Jewelry
- Damas Jewellery
- Najd Deer Jewellery
- Taiba Jewellery
- Malabar Gold and Diamonds
- Titan Company Limited
- Kooheji Jewellery Company SPC
- Mouawad MENA DMCC
- ORRA Fine Jewellery Pvt. Ltd

Report Scope:

In this report, the Saudi Arabia Gold and Diamond Jewelry Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Saudi Arabia Gold and Diamond Jewelry Market, By Type:
 - o Diamond in Gold Jewelry
 - o Gold Jewelry
 - o Gemstone Other than Diamond in Gold Jewelry
 - o Diamond in Other than Gold Metal Jewelry
- Saudi Arabia Gold and Diamond Jewelry Market, By Sales Channel:
 - o Jewelry Showrooms & Wholesales Market
 - o Company Exclusive Showrooms
 - o Others
- Saudi Arabia Gold and Diamond Jewelry Market, By Region:
 - o Eastern
 - o Western

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- o Northern & Central

- o Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Gold and Diamond Jewelry Market.

Available Customizations:

Saudi Arabia Gold and Diamond Jewelry Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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