BEYOND GOLD: THE EMERGENCE OF NON-TRADITIONAL JEWELERY

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Executive Summary

The Indian jewelery market is evolving beyond its traditional gold roots. While gold continues to dominate the category, the next few years of value creation is increasingly expected to come from non-traditional segments. Changing consumer behaviour, increasing brand adoption and omnichannel retail models are enabling the rise of new-age jewelery brands. As a result, investor capital is increasingly flowing into scalable, non-traditional jewelery platforms.

The Structural Shift: From Investment-Led to Identity-Led

According to a report commissioned by BlueStone last year, the market is formalizing rapidly and is projected to grow to ~INR 12,000 billion by 2029, up from INR 6,340 billion in 2024[1]. The share of the organized segment is expected to rise from 35% to 45%[1] over the same period.

The growth story is no longer solely driven by gold. Per A&M analysis of the Bluestone prospectus, non-gold categories, including studded, silver, lab-grown diamonds (LGDs) & imitation jewellery, are expected to grow materially faster (~2.5x that of gold)[3] than the overall market and are projected to account for nearly 1/3rd of the industry by 2029[1,3].

Particulars (INR B)	2024	2029	Expected CAGR
Total Jewelery Market	6,340	12,000	14%
Gold	5,136	8,400	10%
Diamond	1,014	3,000	24%
Others	190	600	26%

Source: A&M analysis of BlueStone prospectus

Jewelery consumption in India is increasingly moving beyond its traditional role as a store of value, becoming a medium for self-expression, personal identity, and aspiration.

Evolving Preferences of Modern Consumer

At the heart of this transformation is a fundamental shift in consumer behaviour. While traditional jewelery purchases were concentrated around weddings, festivals, and investment-led occasions, younger consumers are increasingly purchasing jewelery for everyday wear, self-gifting and fashion-led consumption[1]. Several factors[1] are driving this shift –

a. Rising disposable income among urban consumers,

b. Increased female workforce participation,

c. Social media-led discovery,

d. Growing preference for lightweight and versatile designs, and

e. Expansion of omnichannel retail experiences.

Unlike previous generations, today's consumers prioritize design, brand trust, convenience, and personalization alongside intrinsic metal value. This behavioural shift is creating a significantly larger addressable market for categories beyond traditional gold jewelery.

Brandification and Digital Influence Are Reshaping the Industry

As consumer preferences evolve, branded jewelery is gaining share at an unprecedented pace. The branded jewelery market is expected to more than double from INR 2,200 billion in 2024 to approximately INR 5,100 billion by 2029, growing at nearly 18% compound annual growth rate (CAGR)[3].

Particulars (INR B)	2024	2029	Expected CAGR
Total Jewelery Market	6,340	12,000	14%
Branded	2,219	5,400	19%
Unbranded	4,121	6,600	10%

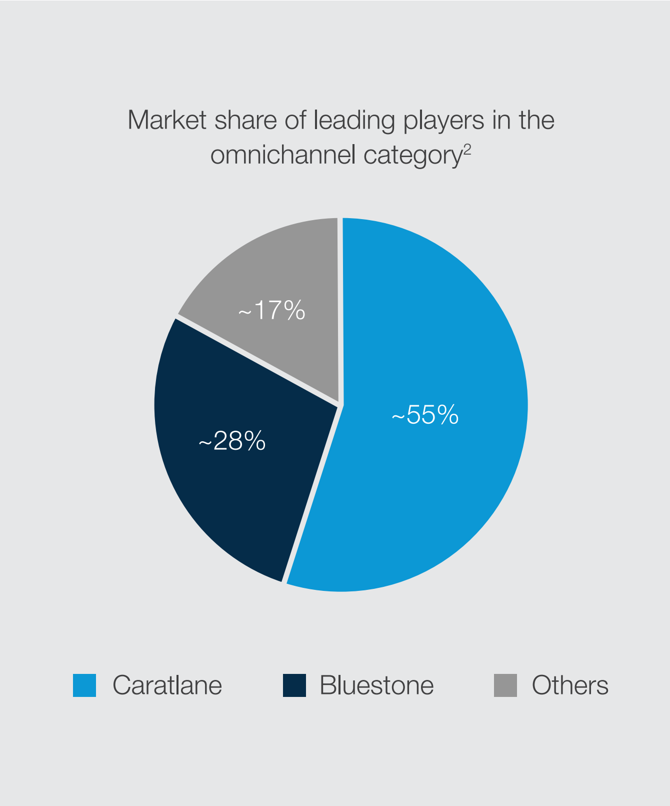
Source: A&M analysis of BlueStone prospectus

At the same time, digital influence is becoming increasingly important across the purchase journey. Consumers are discovering products online, comparing designs digitally, and completing purchases either online or in-store. This has enabled the emergence of omnichannel business models that combine digital customer acquisition with physical conversion.

Among the leading beneficiaries of this trend are CaratLane and BlueStone, which have established scalable omnichannel platforms built around technology-enabled customer acquisition, extensive product catalogues, customization capabilities, and asset-light store formats[2].

Particulars (INR B)	2024	2029	Expected CAGR
Total Jewelery Market	6,340	12,000	14%
Online Jewelery Market	444	1,350	25%
Omnichannel Market	62	230	30%

Source: Bluestone Prospectus



Source: Company websites, Bluestone Prospectus

BlueStone exemplifies this evolution. Founded as a digital-first jewelery platform in 2011, the company has expanded to approximately 340 stores[4] while maintaining strong digital engagement. Today, an estimated 70–80% of its sales[5] are digitally influenced before conversion occurs in-store, highlighting the growing convergence of online discovery and offline purchase behaviour.

Why is Investor Capital Flowing Towards Non-Traditional Categories?[2]

Investors are majorly interested in non-traditional categories on account of:

a. Superior margin profile: Non-traditional jewelery generates materially higher gross margins than traditional gold jewellery, supporting stronger profitability & operating leverage.

b. Structural growth: Demand being driven by premiumization, self-expression, gifting occasion, and increasing participation from younger customers.

c. Brand-led category creation: Consumer purchasing decisions increasingly influenced by brand, design and trust.

d. Digitally enabled customer acquisition: Digital channels enable efficient customer acquisition, broader product discovery, and enhanced personalization at scale.

e. Omnichannel scalability: Integrated online and offline models improve conversion, enhance customer experience, and support rapid geographic expansion.

f. Attractive unit economics: Lower capital intensity, higher inventory productivity, and faster payback periods contribute to compelling store-level returns.

Owing to these tailwinds, the sector has witnessed substantial strategic & financial activity[6].

Date	Company	Investor/Buyer	Segment	Deal Value (INR Cr)
May-22	Kushal's	Motilal Oswal	Fashion	90
Aug-23	Giva	Premji, A91	Silver	342
Aug-23	CaratLane	Titan	Studded	4,621
Sep-23	BlueStone	Infoedge, 360 One	Studded	588
Feb-24	Kushal's	Lighthouse	Fashion	284
Sep-24	BlueStone	Peak XV, Prosus	Studded	940
Feb-25	Limelight	Emerald	LGD	91
Jun-25	Giva	Premji Invest, Creagis	Silver, LGD	530
Jun-25	Aukera	Peak XV, Fireside	LGD	124
Aug-25	Palmonas	Vertex Ventures	Silver	55
Nov-25	Goyaz	Norwest	Silver	111
Feb-26	Palmonas	Xponentia, Vertex	Silver	373
Mar-26	Limelight	Janvi LGD	LGD	175
July-26	Limelight	Bhathwari Group (Promoters)	LGD	275

Incumbents Validating the Opportunity

One of the strongest indicators of the attractiveness of these emerging categories is the response from established industry leaders. Large jewelery players are actively investing behind non-traditional segments through dedicated brands and formats.

Organized Players	Brands Launched / Acquired (Timeline)	Category	Rev (INR Cr) 2-yr Rev. CAGR	# Stores[4] | as a % of total stores	Key Highlights
TITAN	ZOYA (2010), Mia (2010), CARATLANE (2016), beYon (2025)	• Studded Jewelry • Lightweight Gold • Lab-Grown Diamond (LGD)	4,702[1] | 27%[2] (Caratlane)	• Zoya: 13 | 1% • Mia: 283 | 21% • Caratlane: 372 | 28% • Byon: 1 | 0%	• BeYon: Recently launched; adding 10-12 stores • Mia: Launched 9-carat jewellery, caters to age group 8-80 • CaratLane: Studded mix softened post 9-carat launch
KALYAN	CANDERE (2017)	• Lightweight Gold and Diamond	425[1] | 81%[2]	124 | 24%	• PAT positive from H2 FY26 • Studded jewellery mix above 70% • Gross margins in mid-30%
PNG	LITESTYLE (2025)	• Lightweight Gold and Diamond	71[1] | N. A.	13 | 20%	• Targets 25-35 age group • Smaller stores (1,000-1,500 sq. ft.) • Low inventory (-INR 10 Cr/store) & low capex (~INR 70 Lakh/store) vs PNG
SENCO	SENNES (2024)	• Lab-Grown Diamond (LGD)	N. A.	12 | 6%	• Targets millennials & Gen 2; ATV ~INR 32.5K • Lifestyle range: LGD starting from INR 5K • Focus on lightweight jewellery

Rising Traction in Lab-Grown Diamonds						
Players	BLUESTONE	TRENT	ORRA	POOJA GOLD PALACE	KALAMANDIR
Brands Launched / Acquired	ETHERA	Pome	DIVAA by ORRA	AVIRA DIAMONDS	RISHTA diamonds

Source: Individual company investor presentations

The participation of established players validates the long-term growth potential of emerging segments.

Conclusion

The rise of non-traditional jewelery categories has implications beyond category mix. Historically, growth in the jewelery industry was largely linked to gold prices, wedding demand, and festive purchases. Emerging categories are introducing new demand occasions, attracting younger consumers, and increasing purchase frequency, thereby expanding the overall addressable market.

As the industry becomes more branded and omnichannel, competitive advantage is increasingly shifting from sourcing and distribution towards design innovation, speed to market, consumer engagement, execution efficiency, and brand-building capabilities. This is creating a distinct set of winners that can combine product differentiation with scalable customer acquisition and retail execution.

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