

Chinese consumers prefer bigger-sized diamonds, says report

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Rings set with a diamond centre stone of 50 points and above have become increasingly popular in China, even surpassing the demand for rings set with centre stones weighing from 30 to under 50 points, which used to be the most in-demand category, Chinese news portal *gold.cnfol.com* **reported** recently.

Carat-sized diamond rings are expected to further gain in popularity among consumers for its investment value, thanks to the diamonds' appreciating value, a senior lecturer at the National Gemological Training Center was quoted as saying in the report.

In addition to carat weight, a diamond's cut and clarity also influence a Chinese consumer's purchase decision process, according to the report.



(File photo) Diamond ring from Chow Tai Fook's The Perfect One Collection

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