

---

## 新聞稿

2020年6月12日

香港

### DE BEERS 集團發表最新研究報告 揭示美國消費者於未來封城結束後 將尋求富有意義且保值的禮物

調查結果來自 *De Beers* 集團今年首份鑽石行業洞察特別研究報告

De Beers 集團於過去九星期進行最新研究，揭示新型冠狀病毒疫情的打擊，促使美國消費者重新審視自己的消費行為，並於未來封城結束之後，會優先考慮富有意義且更保值的禮物。

研究結果顯示，許多消費者在封城措施下，不再視身邊擁有的事物為理所當然，反而更懂感恩，例如更珍惜與家人共度的時光。這會影響他們未來購物和送禮的考慮。

在送贈禮物方面，尤其於年末的佳節旺季，56%受訪者認為禮物應該饒富意義，並非只講求實用、性能或玩味。鑽石在這方面獲視為最佳禮物之選，全因鑽石象徵親密關係、緊密聯繫，無論男性和女性均會以鑽石傳愛，因此消費者在當今疫情危機下，希望購買鑽石向身邊人表達感謝和欣賞。

此外，有 90%受訪者表示在佳節選擇禮物時，會重視禮物是否保值。更多消費者認為鑽石於這方面的表現比其他名貴禮品更為突出，超越名牌服裝和配飾、電子器材、家具和其他形式的珠寶，成為最佳禮物之選。

這次研究的結果只是開端，De Beers 集團未來將會繼續發表一系列鑽石行業洞察特別研究報告，除了分享消費者不斷轉變的視點，也會探討全球跨越疫情危機過後，鑽石所賦有的意義。

這份研究報告亦包括以下重點：

- 參與研究的消費者之中，約三分之二表示個人財務未有受疫情影響；四分之三消費者指出疫情未有影響他們購買鑽飾的意欲。大部分受訪者於封城措施下繼續佩戴鑽飾，因為這樣能令他們「感受到與別人的聯繫」。
- 消費者認為在網上購買珠寶最感安全，但他們亦清楚指出本地的獨立珠寶商最具專業知識，產品質素亦為最佳，若要親身前往店鋪選購珠寶，獨立珠寶商亦是最安全的選擇。
- 45%受訪者表示封城結束後，會考慮減少購買服裝和珠寶的數量，但會選擇更優質的商品。

- 消費者對旅遊的意欲持續下降，39%受訪者表示他們的旅遊預算仍需要 7 至 12 個月才會穩定下來。

De Beers 集團行政總裁 Bruce Cleaver 表示：「新型冠狀病毒危機及相關封城措施，令美國以至全球消費者均重新審視自己的生活，並且更重視生命中值得珍視的人。雖然美國消費者對購物的信心和花費大受影響，但我們的研究顯示待封城結束之後，鑽石仍會佔有一席之地，讓消費者慶祝生命中最具意義的時刻。儘管市場完全復甦仍需一段時間，但我們希望這次研究帶來的啟發，能協助大型珠寶商和獨立珠寶商了解消費者不斷轉變的視點，為疫情過後的市況作好準備。」

— 完 —

**編輯垂注：**

請點擊 [這裡](#)，下載報告和相關圖片。

**連絡人：**

媒體聯絡

電話 +44 (0) 20 7430 3434

[pressoffice@debeersgroup.com](mailto:pressoffice@debeersgroup.com)

**關於 De Beers 戴比爾斯集團**

De Beers 戴比爾斯集團成立於 1888 年，業務涉及鑽石礦藏勘探、開採以至宣傳推廣，是全球領先的鑽石公司。戴比爾斯集團連同旗下合營機構直屬及以合約形式雇用超過二萬名員工，鑽石開採業務遍及博茨瓦納、加拿大、納米比亞及南非，是全球最大的鑽石生產商（以價值計）。創新是戴比爾斯集團戰略的核心，包括創立品牌 De Beers Jewellers 和 Forevermark 永恒印記，及其他開創性項目，如最近推出的鑽石採購和可追溯計劃 Gemfair 和 Tracr。戴比爾斯集團員工致力實踐公司的經營理念 — 「Building Forever」，旨在創造一個更公平、更安全、更衛生和更健康的美好未來。在這個宏願中，安全、人權和道德誠信是最重要的，同時維持社區繁榮及保護自然環境。戴比爾斯集團是英美資源集團的成員。欲了解更多資料，請瀏覽：[www.debeersgroup.com](http://www.debeersgroup.com)。



---

## MEDIA RELEASE

10 JUNE 2020

LONDON, UK

### **NEW RESEARCH FROM DE BEERS GROUP SHOWS US CONSUMERS WILL SEEK MORE MEANINGFUL GIFTS WITH ENDURING VALUE AFTER LOCKDOWN**

*Findings are the first in a series of Diamond Insight 'Flash' Reports De Beers Group will publish*

As consumers in the US reassess their purchasing behaviour in light of the COVID-19 pandemic, gifts that are meaningful and that retain their value will be the priority as people emerge from lockdown, according to new research undertaken over the past nine weeks by De Beers Group.

The research demonstrated that lockdown had made many consumers feel grateful for things they used to take for granted, such as spending time with family, and that this would influence their purchasing and gifting behaviour in future.

When it came to gifting and in particular looking forward to the holiday season, 56 per cent of respondents felt gifts should be meaningful, over and above being practical, functional or fun. Diamonds were seen as the top gift for symbolising intimacy, connectedness and love among both men and women, with the primary desire for purchasing being a reflection of gratitude and acknowledgement during the current crisis.

Ninety per cent of respondents said that choosing gifts that hold their value over time would be an important consideration this holiday season, and more people chose diamonds as the top choice for a gift of this nature from a list of luxury items including designer clothing and accessories, electronic devices, a piece of furniture, or other jewellery.

The findings are the first in a series of Diamond Insight 'Flash' Reports that De Beers Group will publish to share insights regarding the evolving consumer perspective and what it means for diamonds as the world passes through the stages of the COVID-19 crisis.

Other findings from the first report published today include:

- Around two-thirds of the consumers polled indicated their personal finances have not been affected by COVID-19. Three-quarters of consumers said that COVID-19 had not impacted their likelihood to purchase diamond jewellery and the majority of respondents continued to wear their diamond jewellery during lockdown because it made them 'feel connected to someone'.
- Consumers felt safest shopping for jewellery online; however, they clearly distinguished local independent jewellers as the best source for knowledge and product quality, as well as being considered the safest of all the physical outlets for jewellery shopping.
- Forty-five per cent of respondents said that they would seek to buy fewer, better things when considering clothing and jewellery purchases after the lockdown.

- Consumer preference for travel continues to show a declining trend, with 39 per cent of consumers saying it will be seven to 12 months before their travel spending stabilises.

Bruce Cleaver, CEO, De Beers Group, said: “The COVID-19 crisis and associated lockdowns have caused people in the US and around the world to re-evaluate their lives and the importance of the people in them. While consumer confidence and spending has been significantly impacted in the US, this research highlights that diamonds will nonetheless have a unique role to play in people’s lives in a post-lockdown world as they seek to celebrate their most meaningful relationships. While it will take some time for the market to recover fully, we hope these insights will assist large and independent jewellery retailers alike to understand the evolving consumer perspective as we move through and emerge from the crisis.”

-Ends-

#### **Notes to Editors**

The first De Beers Group COVID-19 Diamond Insight ‘Flash’ Report 1 is available to view [here](#).

#### **Contact**

Press office  
Tel +44 (0) 20 7430 3434  
[pressoffice@debeersgroup.com](mailto:pressoffice@debeersgroup.com)

#### **About De Beers Group**

Established in 1888, De Beers Group is the world’s leading diamond company with expertise in the exploration, mining and marketing of diamonds. Together with its joint venture partners, De Beers Group employs more than 20,000 people across the diamond pipeline and is the world’s largest diamond producer by value, with mining operations in Botswana, Canada, Namibia and South Africa. Innovation sits at the heart of the De Beers Group strategy as it develops its portfolio of brands, including De Beers Jewellers and Forevermark, and other pioneering solutions, such as recently launched diamond sourcing and traceability initiatives GemFair and Tracr. De Beers Group employees are committed to ‘Building Forever,’ a holistic and integrated approach for creating a better future – one that is fairer, safer, cleaner and healthier; where safety, human rights and ethical integrity continue to be paramount; and where communities thrive and the environment is protected. De Beers Group is a member of the Anglo American plc group. For further information, visit [www.debeersgroup.com](http://www.debeersgroup.com).

