

The Knot Market Intelligence 2011 engagement & jewelry study

PHOTO: ANTONIS ANCHILLOS

bride involvement

65% of brides are involved in ring selection

3 out of 5 brides research rings before the proposal

43% agree: "I used the internet extensively to research rings prior to my engagement."

Brides' #1 concern is the stone shape/style of the ring



groom involvement

3 months - average length for engagement ring search

27 rings - average number considered before purchase

4 retailers - average number visited before making decision

Grooms' #1 concern is getting a good value

An engagement ring is typically a couple's first big jewelry purchase... and a gateway to a lifetime customer

- Couples spend an average of nearly \$5,200 on a brand new engagement ring
- Approximately 40% of couples customize their ring; 14% go completely custom; 27% choose an existing style and make custom changes
- White gold (73%) and platinum (16%) are the most popular metal choices
- Round (53%) and Princess cut (30%) diamond center stones dominate; 58% also include diamond side stones and/or accents
- Couples spend an average total of over \$1,600 on his and hers wedding bands
- Over 60% of couples purchase at least 1 wedding band from their engagement ring retailer
- 8 out of 10 brides purchase/receive jewelry for the day of; an average spend of \$609
- 57% of brides will definitely/probably return to their engagement ring retailer in the future
- 83% of brides would recommend their engagement ring retailer to family & friends

designers: contact Rachel Jackson at rjackson@theknot.com or (904) 273-9012

retailers: contact Nikki Spangler at nspangler@theknot.com or (877) 771-3019