



The More You Know, The Less Gold Glows

Facts about Gold Consumption and Jewelry Sales:

- 80 percent of gold worldwide is used to make jewelry.¹
- India is the world's largest consumer of gold jewelry, accounting for 18 percent of global consumption. The United States is the second largest gold jewelry consumer, accounting for 14 percent.²
- U.S. gold jewelry sales totaled \$17 billion in 2004, accounting for 38 percent of total U.S. jewelry sales (\$45 billion).³
- Jewelry is the second most popular gift on Valentine's Day after candy. 28 percent of U.S. shoppers said they were buying jewelry as gifts for Valentine's Day this year.⁴
- The eight companies identified as "Leaders" by the No Dirty Gold campaign represent \$6.3 billion in jewelry sales, or 14 percent of the U.S. jewelry market.⁵ (Sales data for each retailer on page 2.)
- Four of the top 10 U.S. jewelry firms (by retail sales) – Zale Corp., Sterling Jewelers, Tiffany & Co., and Helzberg Diamonds – are among the firms identified as "Leaders."
- The eight companies identified as "Laggards" by the No Dirty Gold campaign represent \$7 billion in jewelry sales, or 16 percent of the U.S. jewelry market.⁶ (Sales data for each retailer on page 2.)

Socially Responsible Consumption Trends in the United States:⁷

- 86 percent of consumers said they would switch from one brand to another that is about the same in price and quality, in order to support the more socially responsible choice.
- 90 percent of consumers said they would consider switching to another company's products or services if a company behaves illegally or unethically.
- 80 percent of consumers would consider selling investment in a company's stock that behaves illegally or unethically
- Young consumers, 18-25 years-old, are significantly more likely to consider corporate social responsibility when making a purchasing, employment, or investment decision.
- 80 percent of consumers said that health and environment are top priorities they want companies to support.



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Top 20 US Retailers in Jewelry Sales, 2004 ⁸

| Company | Jewelry sales, US \$ millions |
|-----------------------|----------------------------------|
| Wal-Mart | 2,600 |
| Zale Corp. | 2,304 |
| Sterling | 2,065 |
| QVC | 1,100 |
| JC Penney | 1,100 |
| Tiffany & Co | 1,063 |
| Sears* | 1,000 |
| Finlay Fine Jewelry | 924 |
| Helzberg Diamonds | 500 |
| Fred Meyer Jewelers | 485 |
| Friedmans | 425 |
| Home Shopping Network | 400 |
| Target | 400 |
| Costco | 400 |
| ShopNBC | 350 |
| Macy's East | 350 |
| Neiman Marcus | 350 |
| Whitehall Jewellers | 334 |
| Macy's West | 310 |
| ACN TV | 300 |
| TOTAL | 16,761 |

Sears sales are prior to the merger with Kmart in 2005.

“Leaders” Sales, 2004 ⁹

| Company | Jewelry sales, US \$ millions |
|--------------------|----------------------------------|
| Zale Corp. | 2,304 |
| Sterling | 2,065 |
| Tiffany & Co | 1,064 |
| Helzberg Diamonds | 500 |
| Cartier | 200 |
| Fortunoff | 150 |
| Van Cleef & Arpels | 20 |
| Piaget | 8.1 |

“Laggards” Sales, 2004 ¹⁰

| Company | Jewelry sales, US \$ millions |
|---------------------|----------------------------------|
| Wal-Mart | 2,600 |
| Sears/Kmart** | 1,200 |
| QVC | 1,100 |
| JC Penney | 1,100 |
| Fred Meyer | 475 |
| Whitehall Jewellers | 334 |
| Jostens | 217 |
| Rolex | 22.8 |

**Addition of sales at Sears and Kmart.
(The companies merged in 2005.)



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¹ 80 percent is an average. The figure varies from year to year and nation to nation. For example, in the U.S., jewelry demand comprised 85 percent of total gold demand. "Gold Supply and Demand," World Gold Council, November 2005; "2006 Gold Mineral Commodity Survey," USGS, January 2006.

² "Gold Demand Trends No 42," World Gold Council, December 2004.

³ Gold jewelry sales: "Gold Jewelry Growth Ahead of Industry for Holiday 2004," *Professional Jeweler*, 14 March 2005. Total jewelry sales: "\$100 Million Supersellers," *National Jeweler*, 1 June 2004.

⁴ Jewelry Consumer Opinion Council, February 2006 newsletter.

⁵ "\$100 Million Supersellers," *National Jeweler*, 1 June 2005.

⁶ "\$100 Million Supersellers," *National Jeweler*, 1 June 2005.

⁷ Cone Research, 2004 Corporate Citizenship Study, <http://www.coneinc.com/Pages/pr_30.html>

⁸ "\$100 Million Supersellers," *National Jeweler*, 1 June 2005.

⁹ "\$100 Million Supersellers," *National Jeweler*, 1 June 2005.

¹⁰ "\$100 Million Supersellers," *National Jeweler*, 1 June 2005.