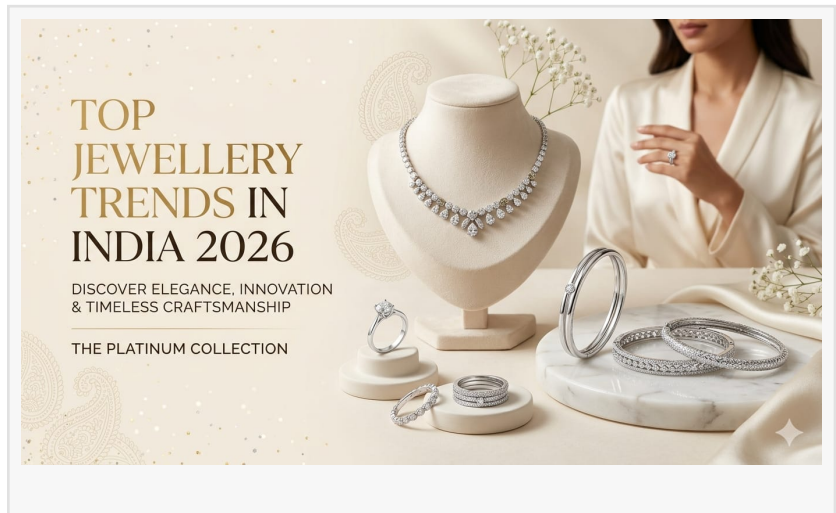


India's Jewellery Market Shows Growing Shift Toward Platinum

India's jewellery landscape is transforming in 2026.

JAIPUR, RAJASTHAN, INDIA, April 19, 2026 /EINPresswire.com/ -- India's jewellery landscape is transforming in 2026. While gold has traditionally dominated the market, there is a visible shift toward design-led and contemporary choices, with platinum gaining increased attention. Industry data and consumer behaviour research indicate this shift is being driven by evolving lifestyle preferences and long-term usage considerations.



Driven by a combination of aesthetic, functional, and market-related factors, platinum is gradually moving beyond a niche category. It is increasingly being considered by consumers exploring alternatives that align with modern preferences and long-term usage.

A New Era of Jewellery Preferences in India

Jewellery in India has long been associated with culture, tradition, and celebration. At the same time, changing consumer behaviour indicates a broader set of expectations. Buyers are showing interest in jewellery that aligns with personal style, practicality, and everyday use.

This shift is particularly visible among younger consumers, who are increasingly considering:

Everyday wearability over occasion-only jewellery

Personalization and design-led choices

Material authenticity and sourcing

Long-term usability alongside traditional value considerations

These evolving preferences are contributing to a broader diversification within the jewellery market, where functionality and design are becoming as relevant as tradition.

Platinum Among Metals Seeing Increased Consumer Interest in 2026

Within this evolving landscape, platinum has emerged as a material of growing interest. Known for its rarity and material properties, it is being adopted across select jewellery categories. According to Sambhav Karnawat, Founder and CEO of Jewelove, and a 4th-generation jeweller from Jaipur, platinum is expected to see increased participation in the Indian jewellery market, supported by both design trends and consumer awareness.

Platinum is associated with several distinguishing characteristics:

Naturally white appearance that does not fade over time

High durability suitable for regular wear

Hypoallergenic properties

Relative rarity compared to other precious metals

These attributes contribute to its use in jewellery intended for long-term wear, including [platinum rings for couples](#) and wedding bands.

Trend 1: Minimalism Takes Center Stage

A key jewellery trend in India for 2026 is the growing preference for minimalism. There is a shift toward lighter and more refined designs that can be worn across different settings.

Platinum is often used in such designs due to its understated appearance, supporting styles such as thin bands, stackable rings, lightweight platinum chain for men, and simple geometric forms.

Trend 2: Personalization and Emotional Jewellery

Jewellery is increasingly being viewed as a medium of personal expression. Customized and made-to-order pieces are becoming more common, reflecting individual preferences and milestones.

Platinum is used in personalized jewellery due to its durability and long-term wear characteristics. Engraved bands and bespoke designs are examples of this trend, indicating a broader movement toward meaningful and individualized pieces.

Trend 3: The Rise of Platinum in Weddings

Weddings remain a major driver of jewellery demand in India. Within this segment, there is a gradual diversification in materials and styles.

Platinum is being used in wedding bands and engagement rings, particularly in designs intended for durability and consistent appearance over time. Its natural white tone complements diamonds and other gemstones without requiring additional plating.

Trend 4: Gender-Neutral and Unisex Designs

Another emerging trend in the jewellery market is the adoption of gender-neutral designs.

Consumers are increasingly choosing pieces based on style and usability rather than traditional classifications.

Platinum's neutral aesthetic supports its use in unisex jewellery categories, including bands, chains, and accessories such as a [platinum bracelet for men](#) or a [platinum bracelet for women](#).

Market observations also indicate a growing interest among men in understated jewellery designs.

Trend 5: A Value-Conscious Choice in 2026

Jewellery purchasing decisions are increasingly influenced by both emotional and practical considerations. Consumers are evaluating materials based on durability, rarity, and long-term usability.

Platinum is considered within this context due to its limited global supply, industrial demand, and differentiation from traditional precious metals. These factors contribute to its consideration among consumers exploring diversified jewellery options.

Trend 6: Everyday Luxury and Versatility

There is a growing demand for jewellery that can be worn across multiple occasions. Consumers are looking for pieces that transition easily between daily wear and formal settings.

Platinum jewellery fits within this requirement due to its durability and consistent appearance. It can be paired with both traditional and contemporary attire, supporting varied usage.

Trend 7: Trust, Certification, and Transparency

As awareness increases, consumers are placing greater emphasis on quality assurance and transparency. Certified jewellery and clear pricing structures are becoming more important in purchase decisions.

Pt950 purity certification is gaining recognition as a benchmark for platinum jewellery. Industry participants, including Jewelove, emphasize certification and standardization as part of evolving consumer expectations.

About Jewelove

Jewelove is a fourth-generation jeweller and IIT Kanpur alumni-founded brand, and an authorized retailer of Platinum Guild International. Jewelove specializes in Pt950-certified platinum jewellery and offers bespoke designs, transparent pricing, and a range of contemporary and classic styles. For more information, visit Jewelove's official website.

Outlook for India's Jewellery Market

Consumer research and industry observations suggest the rise of platinum reflects a notable shift in consumer behaviour.

As India moves toward a more modern, design-conscious, and value-driven jewellery market, platinum is among the materials seeing increased consideration. Its ability to combine beauty, durability, emotional meaning, and long-term value makes it relevant to the evolving preferences of Indian consumers.

Industry trends and consumer insights indicate that platinum is increasingly being viewed as a mainstream jewellery option alongside traditional choices.

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