

Alyce Jewels Highlights 2026 Shift Toward Lab-Grown Diamond Engagement Rings as Couples Rethink Carat Size and Budget

Changing engagement ring priorities based on carat size, ring design, and budget as laboratory-grown diamonds gain a larger share of U.S. bridal jewelry sales.

NEW YORK, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Alyce Jewels is highlighting a shift in the engagement ring market as more couples reconsider how they balance diamond carat size, ring design, and overall purchase budget in 2026.



Recent U.S. diamond market data points to the growing role of [laboratory-grown diamonds in engagement ring](#) purchases. According to Tenoris data cited by the Financial Times, laboratory-grown diamonds represented 57% of engagement rings sold by units in the United States between January and May 2026. The figure was 10% in 2020.

The change reflects a broader difference in how couples approach one of their most personal jewelry purchases. Gone are the days when couples felt locked into fixed expectations around engagement ring spending or center-stone size. Now they have more options for comparing carat weight, setting style, and total budget before choosing a ring.

Carat Size Is Becoming Part of a Broader Buying Decision

Carat weight has traditionally been one of the most discussed characteristics of an engagement ring. In 2026, buyers have access to a wider range of diamond choices and price points, bringing other design considerations into the conversation.

Laboratory-grown diamonds are influencing this decision.

The average retail price of a one-carat round laboratory-grown diamond declined 79% to \$768

between January 2020 and May 2026, according to the market data reported by the Financial Times. The pricing change has expanded the options available to buyers. That means those who previously viewed a larger center diamond as outside their planned ring budget can still choose it. Take the example of a [round diamond ring](#) under \$1,500.

However, carat weight alone does not determine how a diamond looks when worn. Diamond shape, proportions, and setting design can influence the face-up appearance of a ring.

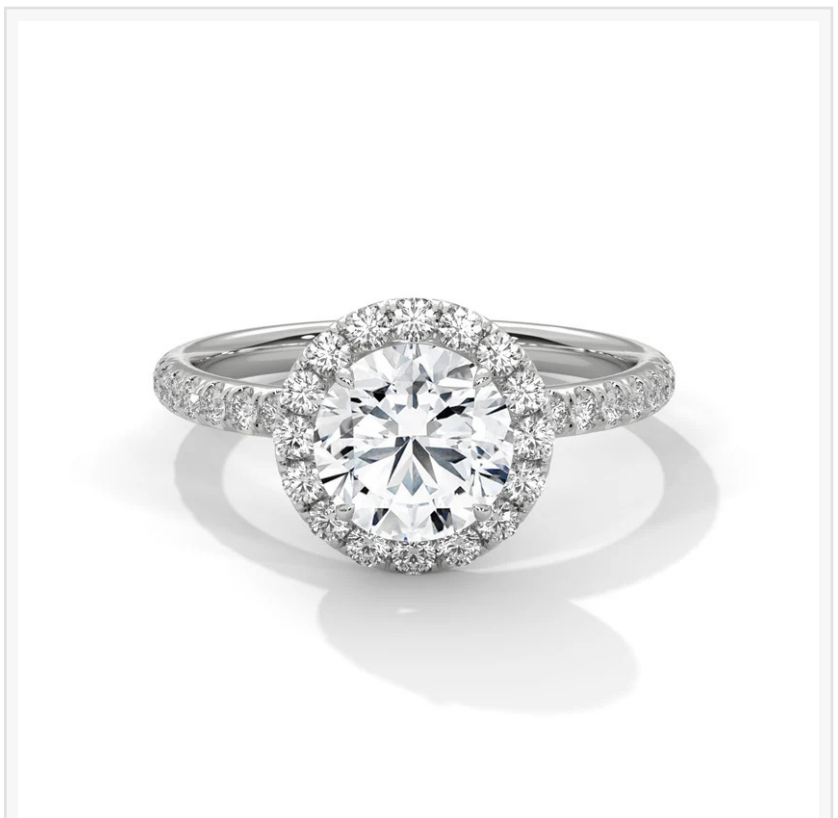
Traditional shapes like round and emerald present carat weight differently than fancy shapes, including oval, radiant, cushion, pear, and marquise. A buyer comparing two diamonds of a similar weight may notice a visible difference in their dimensions and overall appearance on the hand.

This has made engagement ring selection a more detailed and individual decision.

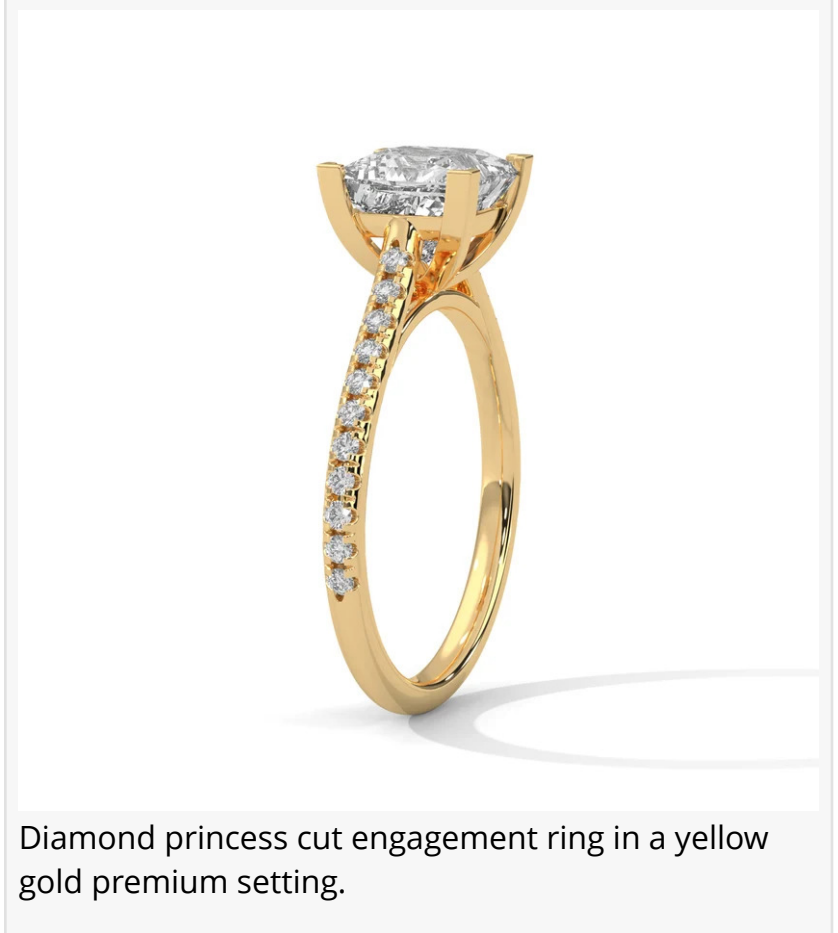
Couples Are Looking More Closely at Where Their Ring Budget Goes

Budget remains a practical consideration for couples planning an engagement, wedding, and other major financial commitments.

The laboratory-grown diamond options give buyers more room to decide how they want to allocate their ring budget. For example, one couple may prioritize a higher carat weight, while another



Round lab-grown diamond halo white gold engagement ring



Diamond princess cut engagement ring in a yellow gold premium setting.

may prefer a specific ring style — halo, hidden halo, or side-stone. There's also a choice of gold-tone settings in white, rose, and yellow.

The Alyce Jewels laboratory-grown diamond engagement ring collection reflects this variety of design choices. The collection spans everything from solitaire and halo to hidden halo and bezel. There is a range of diamond shapes, including round, oval, princess, emerald, cushion, pear, and radiant.

"Today's engagement ring buyer is researching more before making a decision. Diamond weight still matters, but customers are also considering how it looks on the finger, whether the setting suits daily wear, and how the complete ring fits their planned budget," said Bhavik Lalit, Co-founder at Alyce Jewels. As buying habits shift, the ring conversation has become far more individual than it once was.

Diamond Education Is Playing a Larger Role Before Purchase

Online jewelry research has placed more diamond and setting information in front of buyers before they purchase a ring.

Along with pricing, diamond 4Cs are now commonly researched alongside terms such as solitaire, halo, bezel, prong, and side-stone settings. Buyers can compare how different diamonds look and understand the practical differences between setting styles before narrowing their choices.

Alyce Jewels views this research-led buying behavior as an important part of the changing engagement ring market.

Other factors include face-up dimensions, shape, grading information, setting construction, quality of work, and daily wear preferences. Setting a total ring budget before comparing designs may also help buyers assess the options available within their preferred price range, like under \$500 or \$501 to \$1,500 or more.

These considerations become particularly relevant when comparing diamonds.

A Changing Engagement Ring Market in 2026

Laboratory-grown diamonds represented 30% of U.S. engagement ring sales by value between January and May 2026, according to the same Tenoris data. The difference between unit share and value share illustrates the role pricing continues to play within the category.

For couples, the changing market presents a wider range of engagement ring choices. Diamond size remains part of the decision, but ring design such as [solitaire accent](#), wearability, and individual financial priorities are increasingly part of the comparison.

Alyce Jewels expects diamond education and personal design preferences to remain important as couples continue to reconsider established engagement ring buying conventions.

About Alyce Jewels

Alyce Jewels is a fine jewelry company offering laboratory-grown diamond engagement rings and jewelry across a range of diamond shapes, carat weights, and setting styles. Its collections include engagement rings, wedding bands, earrings, pendants, tennis bracelets, and other diamond jewelry. Alyce Jewels provides online access to jewelry designs for customers comparing modern diamond options based on personal style and budget.

For more information, visit Alyce Jewels.

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