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Online Marketplace Data Reveals Rising Trend in Intergenerational Heirloom Gifting

We notice a broader shift in how families are approaching intergenerational gifting, increasingly prioritising items expected to hold sentimental value

bubbles concept n opal fire

GOLD COAST, QLD, AUSTRALIA, August 10, 2026 /EINPresswire.com/ -- Transaction patterns drawn from more than 2.7 million online sales across gemstone, opal and bullion marketplaces point to a measurable rise in grandparents purchasing keepsakes intended to be passed down through generations, according to Wayne, a Gold Coast-based e-commerce entrepreneur and authorised Perth Mint distributor since 2007.

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>
> *wayne sedawie*

Analysis of purchasing behaviour across the marketplaces, which include OpalAuctions, GemRockAuctions and Coins-Auctioned, shows distinct and repeatable patterns in how grandparents select and buy gifts intended as family heirlooms.

Gendered Buying Patterns

Purchase data shows grandmothers and grandfathers gravitate toward different categories of item. Grandmothers most frequently purchase gold gemstone pendants and earrings featuring a grandchild's birthstone, or pass down existing wedding and engagement rings rather than buying new.

Grandfathers more often place custom or multi-item orders — commonly requesting matching sets for two or three grandchildren at once. This request is disproportionately difficult to fulfil with natural black opal, since individual stones vary in colour and pattern even when cut from the same rough. Sourcing and cutting matched sets can take weeks, and order data shows these requests are handled as bespoke transactions rather than standard catalogue sales.

Stevie award

Bullion as an Equalising Gift

[Silver bullion coins] have emerged as a consistent choice for grandparents purchasing for multiple grandchildren, since identical coins can be distributed equally. Sales records show that silver bullion originally minted between 2008 and 2011 has now largely sold through, a pattern consistent with grandparents purchasing years in advance of an intended gifting occasion.

"The data shows this isn't an impulse category," Wayne said. "Purchases are planned well ahead, often years before the gift is actually given, which is unusual compared to most categories we track."

A Broader Shift in Gifting Behaviour

Wayne said the pattern reflects a broader shift in how families are approaching intergenerational gifting, with buyers increasingly prioritising items expected to hold sentimental or store-of-value significance over decorative or seasonal purchases.

"Across two decades of transaction data, we're seeing a consistent rise in purchases explicitly intended to be handed down rather than worn or used immediately," Wayne said. "That includes gemstones tied to a grandchild's birthstone, matched opal sets, and physical bullion bought specifically for future generations."

Wayne said the marketplaces plan to continue tracking gifting-related purchase patterns as part of ongoing analysis of e-commerce behaviour in the collectibles and precious metals sectors.

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