

GOLD MARKET COMMENTARY – Turkish jewellery manufacturers offer lower purities of gold in some segments in response to soaring prices

April 19, 2025

By David Brough

ISTANBUL, Turkey – Jewellers attending Istanbul Jewelry Show (April 16-19, 2025) spoke of offers of 14-ct gold instead of 18-ct, and 8-ct instead of 14-ct in some market segments, to respond to the challenge of soaring gold prices.

Some Gulf Middle Eastern buyers, a key market for Turkish exporters, had paused orders recently and remained on the sidelines until volatility in gold prices eased.



Image courtesy of Istanbul Jewelry Show

Gold jewellery manufacturers are deploying the latest technologies to reduce the weight of the precious metal, such as electroforming and offering hollowed out designs where possible in traditionally popular chunky shapes that appeal to jewellery customers in the Gulf Middle East and Africa.

Some Turkish manufacturers are combining gold with smaller sized and lower clarity **natural diamonds**, in order to respond to the surging gold prices and cost of living pressures.

Gold has risen by more than a fifth so far this year, exceeding many analysts' projections, driven higher by investor "safe haven" buying due to fears over the impact of U.S. tariffs on global trade.

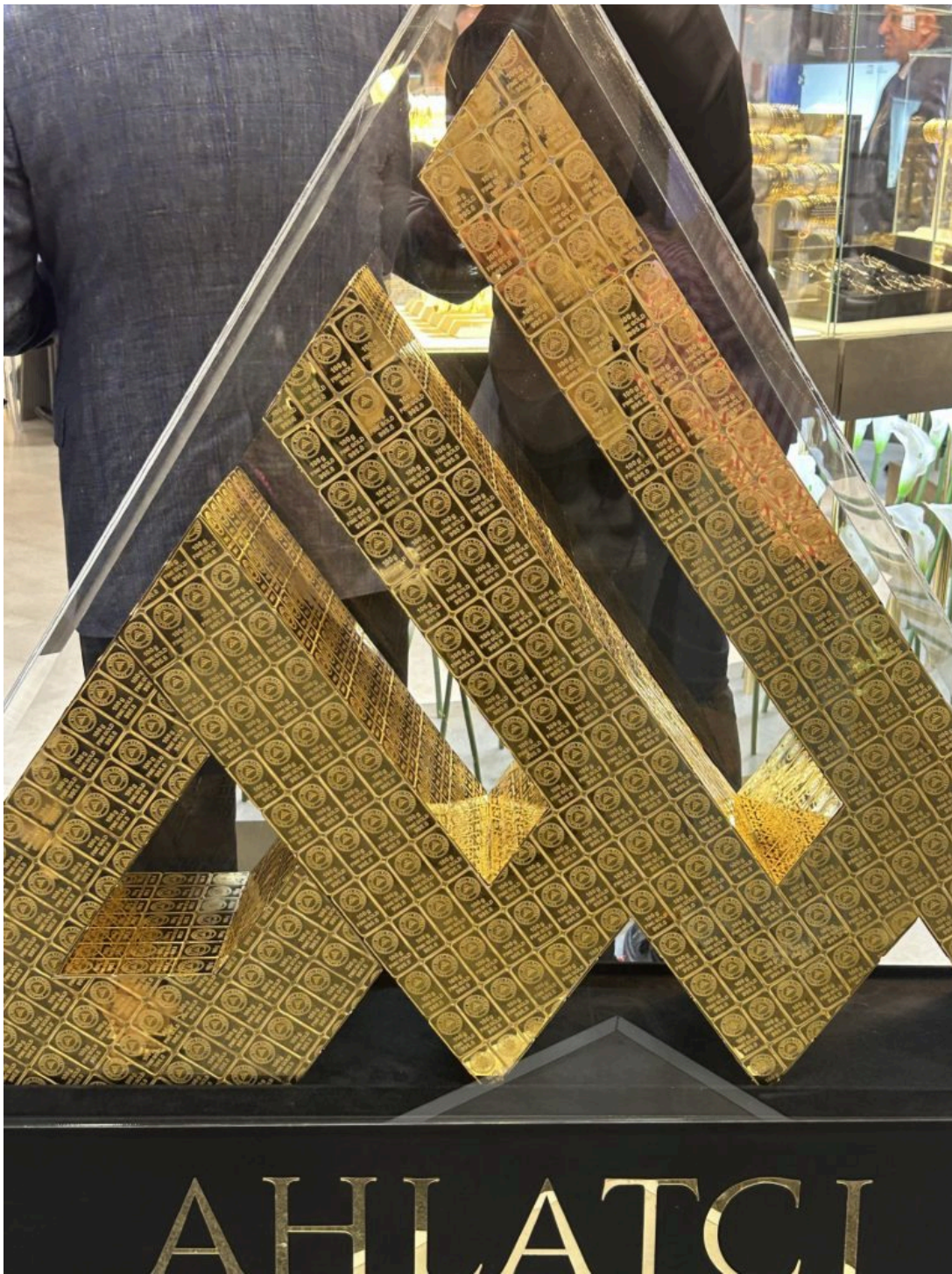


Image courtesy of Istanbul Jewelry Show

Other factors such as expectations for falling U.S. interest rates later this year, a weakening dollar, and resilient central bank buying, augur for a constructive outlook for gold prices, analysts say.