

## PLATINUM JEWELLERY MARKET TO GROW 5.3% IN 2014

### 'Retail Trade Barometer' is the First Platinum Jewellery Market Research Focused on Retail Sales

24 April 2014 (London), Platinum Guild International ("PGI") today published the findings of its first 'Retail Trade Barometer'. The Barometer is the first independent research of its kind to analyse and forecast global trends in the platinum jewellery market from the perspective of retail sales.

The key findings of PGI's 2014 Retail Trade Barometer were:

- Retail demand for platinum jewellery is forecast to **grow by 5.3%** across the 4 key global markets (China, India, Japan and the USA which accounted for 92% of global demand in 2014)
- China, the world's largest platinum jewellery market, is forecast to **grow 5%** in 2014 (2013: 3% growth)
- India's retail platinum market is expected to continue its meteoric rise and grow a further **35%** in 2014 (2013:41% growth)
- Both mature markets are also anticipated to grow in 2014. Japan is forecast to grow by 1.2% and the USA by 11%.

The PGI decided to undertake research into the platinum jewellery market as it is the second largest user of platinum (35%) after the autocatalyst market, and to date there has been little available data on retail sales ('sales to the consumer').

James Courage, CEO of PGI commented:

"Clearly the outlook for the platinum jewellery market is very positive with all four key markets expected to grow further in 2014. Platinum jewellery sales represent a more significant proportion of platinum demand than is commonly understood. It is platinum's second biggest market with China alone representing nearly 25% of total platinum demand. We thought it important to provide information on what is happening to retail jewellery sales and what we believe will happen in the coming year."

### NOTES TO EDITORS

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#### About the Retail Trade Barometer

The Retail Trade Barometer is the first in a planned series of annual market reports by the PGI specifically analysing retail sales and forecasts in the four key international platinum jewellery markets of China, India, Japan and the United States. The research was conducted in January and February 2014 from a large sample of platinum retail jewellers involving the expertise of a number of independent research organisations.

#### About the Platinum Guild International

Platinum Guild International ("PGI") was founded in 1975 and is a trade organisation supported by the major South African platinum producers. PGI has specialist teams dedicated to developing demand for platinum jewellery through consumer and trade facing programmes in the four key jewellery markets of China, India, Japan and the United States.