A Comparative Study of Gold Prices and Jewellery Sales in India and Global Markets

Priya Shiva *
School of Management, D.Y. Patil Deemed to be University, Nerul, Navi Mumbai, Maharashtra, India

Priya Vij
School of Management, D.Y. Patil Deemed to be University, Nerul, Navi Mumbai, Maharashtra, India

Abstract

Gold jewellery plays an important role in India as both a traditional ornament and a popular form of investment. This study examines the trends in gold prices and jewellery sales in India and compares them with major global gold markets to understand how changing economic conditions, consumer demand, and market trends influence the industry. Using recent market data, the study identifies key patterns, similarities, and differences between the Indian and international gold markets and explores the factors that contribute to fluctuations in prices and sales. The findings are expected to provide a broader understanding of the evolving gold jewellery sector and offer useful insights for jewellery businesses, investors, researchers, and policymakers in understanding the changing dynamics of the global gold market.

Keywords

Gold Market, Jewellery Industry in India, Consumer Behaviour, Economic Trends, Gold Demand and Sales.