

## Rising Demand for Lab-Grown Diamonds Signals Shift in India's Jewellery Market, Says Jewelbox



**kolkata, West bengal Apr 21, 2026 ([Issuewire.com](https://www.issuewire.com))** - India's jewellery industry is witnessing a significant shift as consumers increasingly turn toward lab-grown diamonds for their affordability, sustainability, and modern appeal. Jewelbox, a fast-growing direct-to-consumer jewellery brand, reports a notable rise in demand driven by younger, value-conscious buyers across the country.

As awareness around ethical sourcing and environmental impact grows, lab-grown diamonds are rapidly gaining traction as a preferred alternative to traditionally mined stones. Jewelbox has positioned itself at the forefront of this transition, offering [certified diamond jewellery, rings](#) that aligns with evolving consumer expectations.

According to internal insights from the brand, a large share of recent customers are first-time diamond buyers, indicating a broader democratization of the category. The trend is particularly strong among millennials and Gen Z, who prioritize transparency, design, and price accessibility when making purchase decisions.

"We are seeing a clear shift in how people perceive diamond jewellery," said a spokesperson from Jewelbox. "Today's consumers are not just buying for status—they are looking for smarter, more meaningful purchases. Lab-grown diamonds offer that perfect balance."

Jewelbox's product portfolio includes rings, earrings, pendants, and bracelets crafted with precision and backed by globally recognized certification standards. By combining quality assurance with

contemporary aesthetics, the brand aims to make fine jewellery more relevant to today's lifestyle.

In addition to product innovation, the company has invested in building a seamless digital shopping experience supported by customer-centric policies such as easy returns, exchange options, and lifetime buyback programs.

With India emerging as a key market for lab-grown diamonds, Jewelbox continues to expand its reach and strengthen its position as a trusted destination for modern diamond jewellery.

For more information, visit <https://jewelbox.co.in/>

### **About Jewelbox**

Jewelbox is a Kolkata-based direct-to-consumer brand specializing in lab-grown diamond jewellery. Focused on sustainability, affordability, and contemporary design, the company is redefining how consumers experience and purchase diamond jewellery in India.

### **Media Contact**

jewelbox-lab-grown-diamonds

\*\*\*\*\*@gmail.com

+91-91632 94444

1st Floor, Azimganj House, 7, Camac St, Elgin, Kolkata, West Bengal 700017

<https://jewelbox.co.in/>

Source : Jewelbox

[See on IssueWire](#)