

# Survey Reveals New Engagement Ring Trends: What Couples *Really* Want Might Surprise You



“Diamonds are a girl’s best friend,” or so they say. But the age-old cliché seems to be slowly fading into the rearview mirror, as modern couples head into a new era of engagement rings that are equal parts beautiful and unexpected.

According to Angara’s latest “Engagement Ring Trends Report,” couples are increasingly ditching traditional diamonds in favor of colored gemstones, lab-grown stones and larger-than-life carat sizes. The survey, which polled 2,000 respondents across the United States, reveals a generation of engaged couples challenging the status quo and prioritizing personal preferences over societal expectations.

Here’s a summary of some interesting findings from the survey.

## ***1. Nearly half of Gen Zers recognize lab diamonds as real, and would pick a larger lab diamond over a smaller mined one.***

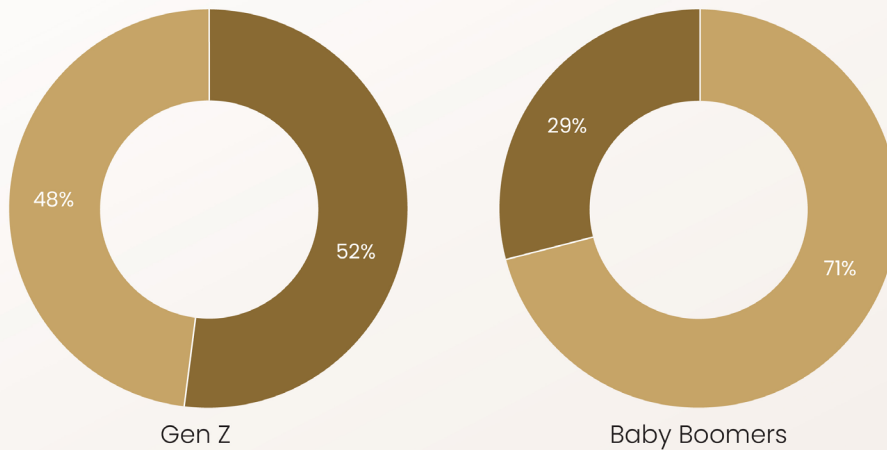
Despite the [Federal Trade Commission’s 2018 ruling](#), a staggering 64 percent of people still remain uncertain or even believe that lab-grown diamonds aren’t real diamonds. However, Gen Z seems to be the most informed!

In addition to considering lab diamonds as real, the survey found that Zoomers have a clear affinity for them. Of those with a size preference, 52 percent would gladly choose a 3-carat lab-grown diamond over a 1-carat natural diamond.

In stark contrast, 71 percent of Baby Boomers who had a size preference said they’d take a 1-carat natural stone over the larger lab-grown diamond any day. If you’re wondering about the ideal diamond size though, it sits right between the two, with a 2-carat stone being favored across generations.

### Diamond Size Preference: Gen Z vs. Baby Boomers

- Prefer a 3 ct. lab diamond
- Prefer a 1 ct. natural diamond



All the information is derived from a survey conducted by market research company Talker Research in September 2024 for online fine jewelry retailer [Angara](#).

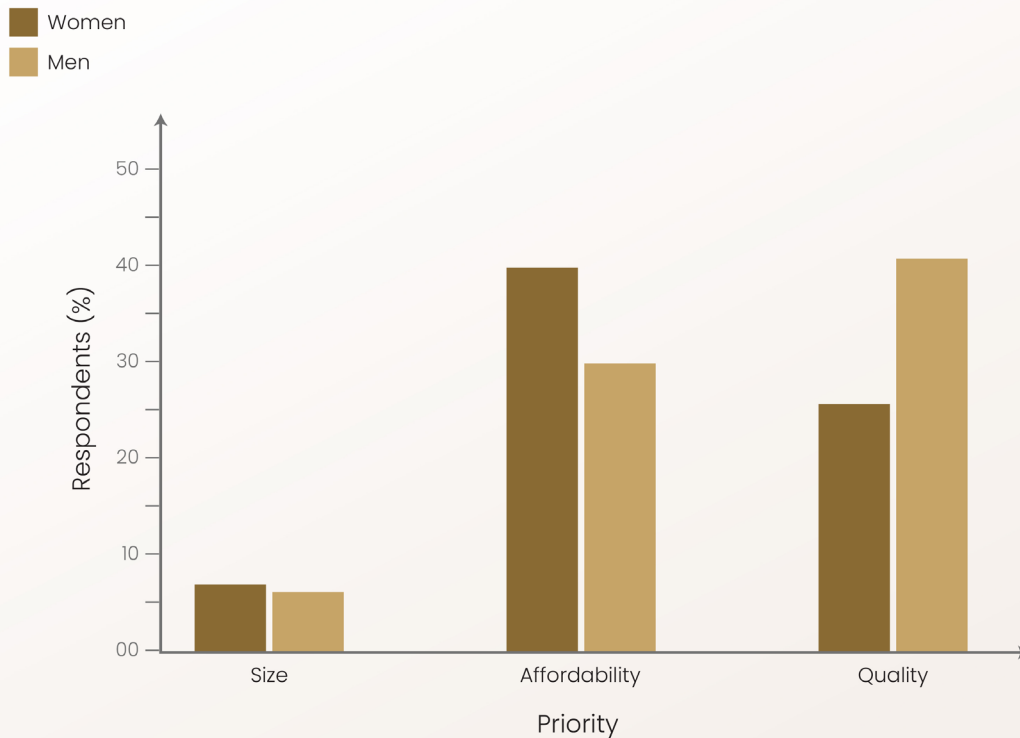
"The emergence of lab-grown technology has unlocked affordable options for consumers searching for their dream ring, allowing them to achieve the look they want at a price point they can afford," said Ankur Daga, CEO and co-founder of Angara. "With the rise in popularity of lab-grown stones and shift away from natural stones, we've seen the average stone size increase from under 1 carat five years ago, to at least 2 carats today. Lab-grown gemstones and diamonds are here to stay and will only continue to dominate the industry as younger generations continue to embrace them."

## ***2. When it comes to engagement rings, size is no longer the big deciding factor.***

This may come as quite a shocker, but despite marketing campaigns that have worked overtime to convince us that diamond size is directly proportional to the measure of love, women seem to value affordability over size. In fact, only 6 percent of them have any size preference. Forty-one percent of men, on the other hand, prioritize quality when choosing a stone.

Clearly, this shift challenges the traditional emphasis on larger natural diamonds as the sole symbol of love and commitment. Couples are increasingly turning to lab-grown diamonds and gemstones, which offer the same physical, chemical, and optical properties as natural stones, but with a price tag that allows them to size up without compromising their financial goals.

### Important Factors for Ring Selection: Women vs. Men



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### ***3. A majority of people still favor surprise proposals, especially women and Gen Z.***

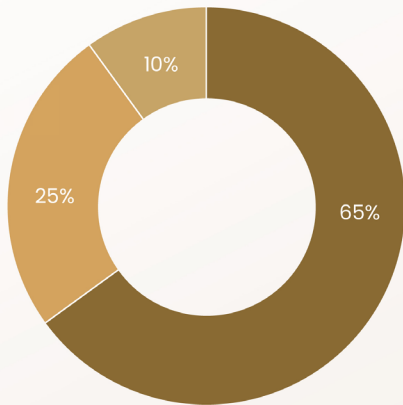
While 65 percent of women dream of a surprise proposal, not all of them know when they'd like it to happen. In fact, one in three women have no time preference at all. Men, on the other hand, seem a bit more eager to pick out the ring with their partner—perhaps to avoid potential rejection. By collaborating with their significant other, men may be subconsciously hedging their bets against a surprise “no.”

Among younger generations, the desire for a surprise proposal is particularly strong, with 68 percent of Gen Z respondents expressing this preference.

When it comes to the ideal timing for a proposal, New Year's Eve proved to be the least popular time for popping the question, while anniversaries and non-holiday occasions emerged as the top choices, signaling that couples likely want their proposals to be more personal and meaningful.

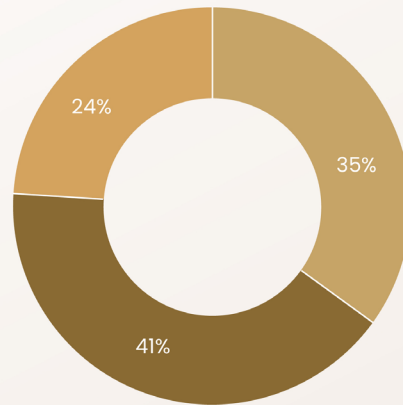
### Women's Proposal Preferences

- Prefer to be surprised
- Prefer not to be surprised
- No preference



Proposal type

- Special occasion
- Non occasion
- No ideal time



Proposal time

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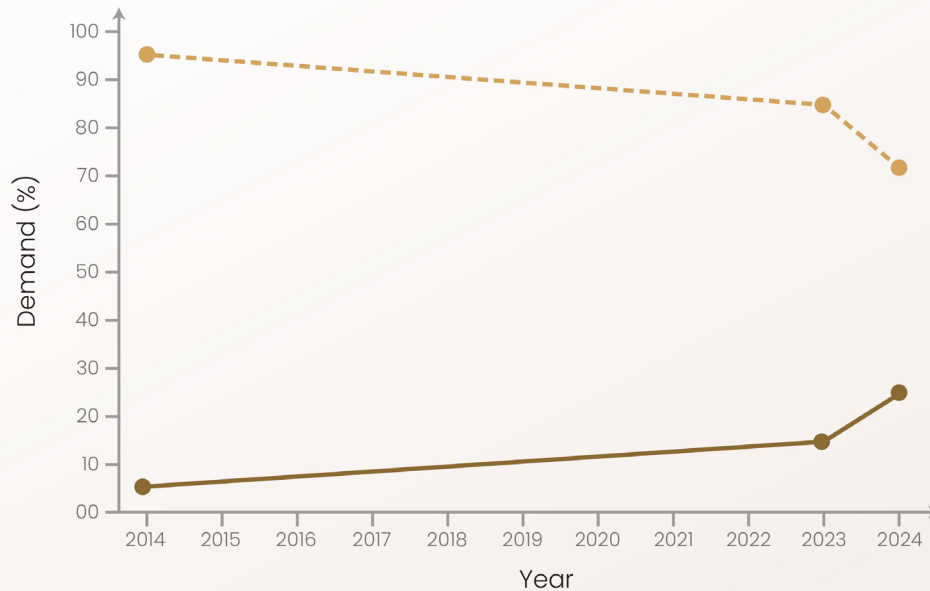
## ***4. Diamond engagement rings are decreasing in demand as colored gemstones gain popularity.***

The survey found that 25 percent of respondents would opt for a colored gemstone, a dramatic increase from just five percent a decade ago. While diamonds still dominate the market, [The Knot's 2023 survey](#) indicates that the trend toward colored gemstones is undeniable. And guess which gem is stealing the spotlight as the most coveted choice for engagement rings? Sapphires!

"Our survey illuminates the evolving landscape of engagement rings and consumer preferences," Daga concluded. "We're witnessing a societal shift toward unique, colorful expressions of commitment and love. Our trend report reflects this change, showing a cultural movement away from traditional, colorless diamonds and toward a new wave of colorful engagement ring preferences."

## Popularity of Diamonds vs. Colored Stones

--- Interest in diamonds  
— Interest in colored stones



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## About Angara

Angara is an online DTC fine jewelry retail brand, offering handcrafted jewelry dressed in natural colored gemstones, high-quality diamonds and pearls, with every piece made-to-order. Founded in 2005 by husband-wife duo, Ankur and Aditi Daga, Angara has grown to become the leading source for fine gemstone jewelry. A vertically integrated company, with deep, familial roots in the gemstone business, spanning hundreds of years of experience, Angara handles each step of the process in-house, including stone-cutting, designing, manufacturing, quality control and fulfillment. Angara is headquartered in Los Angeles, California, with additional offices globally in India, Thailand, Ireland, Australia and Canada. The brand also currently holds licensing deals with Harvard University and Natori.