

\$490m rough diamond sales for De Beers

The value of rough diamond sales (Global Sightholder Sales and Auctions) amounts to \$490m for De Beers' eighth sales cycle of 2021.



Source: ©sorawat charoensukvipad [123rf](#)

This was announced by Anglo American plc.

Owing to the restrictions on the movement of people and products in various jurisdictions around the globe, De Beers Group has continued to implement a more flexible approach to rough diamond sales during the eighth sales cycle of 2021, with the Sight event extended beyond its normal week-long duration.

As a result, the provisional rough diamond sales figure quoted for Cycle 8 represents the expected sales value for the period 4 October to 19 October and remains subject to adjustment based on final completed sales.

“As the diamond sector prepares for the key holiday season and US consumer demand for diamond jewellery continues to perform strongly, we saw further robust demand for rough diamonds in the eighth sales cycle of the year ahead of the Diwali holiday when demand for rough diamonds is likely to be affected by the closure of polishing factories in India,” says Bruce Cleaver, CEO of De Beers Group.

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