

# Engagement Ring Prices On the Rise, Says

## The Knot

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Source: Rapaport News

**P**rospective grooms are spending significantly more money and time on their engagement ring purchase than they did five years ago, research by wedding resource website The Knot showed.

The average amount grooms spend on an engagement ring jumped 25% since 2011 to \$6,351 this year, according to The Knot's 2017 Jewelry & Engagement Study, released last week. Men are also investing more effort in planning their proposals, with the average time spent looking for a ring increasing to 3.5 months from 3.3 months in 2011. Planning a proposal takes an average of 4.4 months, according to the study, which surveyed more than 14,000 engaged or recently married brides and grooms in the US.

The search for the perfect ring is thorough: The average groom-to-be looks at 26 rings before making a purchase. Some 72% of grooms reported facing challenges during the purchase process, mainly because they did not know if they were getting a good deal or did not have a strong knowledge of diamond terminology.

As for diamond specifications, the average center stone was 1.2 carats, with the average total carat weight for rings coming in at 1.8 carats. Among brides and grooms, the most important considerations were the stone's cut and shape, followed by the ring style and setting, and then the quality of the stone, The Knot said. Round was the most popular shape, attracting 52% of those surveyed.

