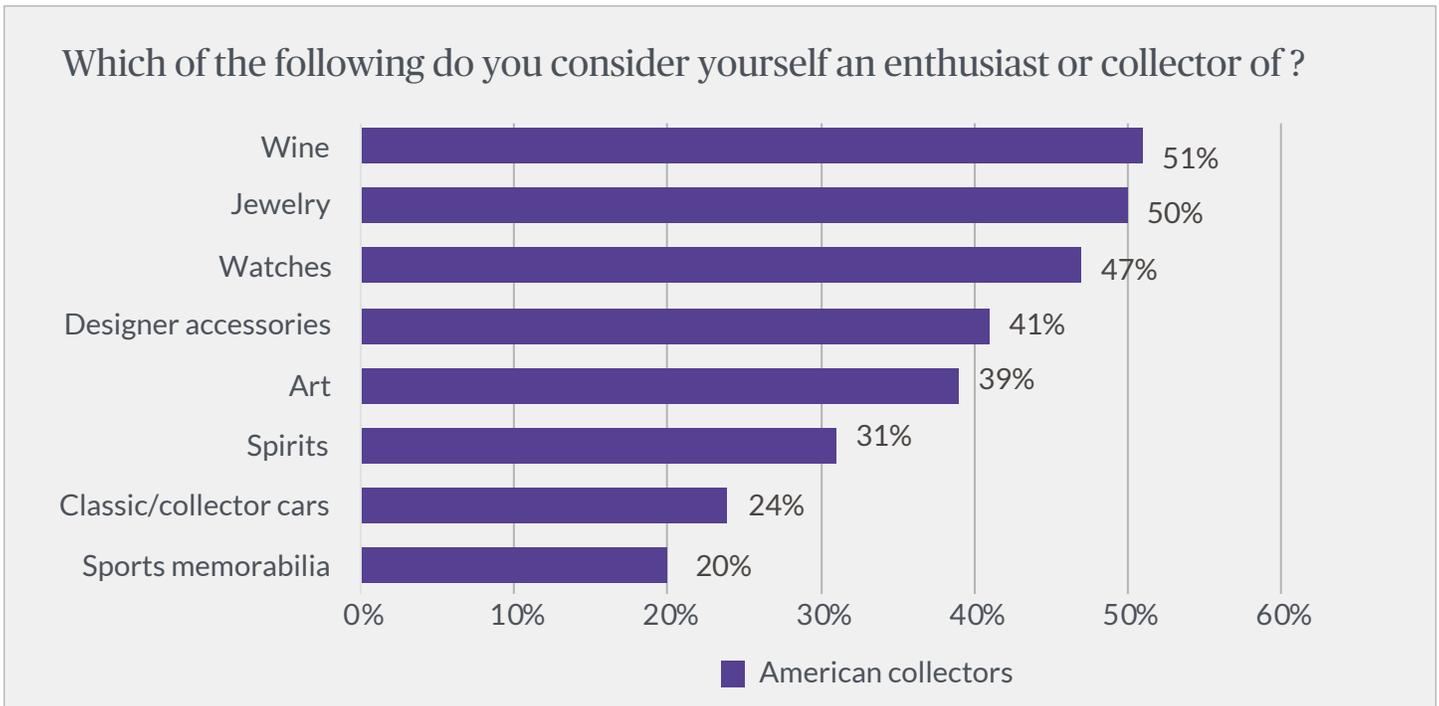




Chubb 2021 Valuable Collections Survey:

Jewelry & Watches Collecting Trends

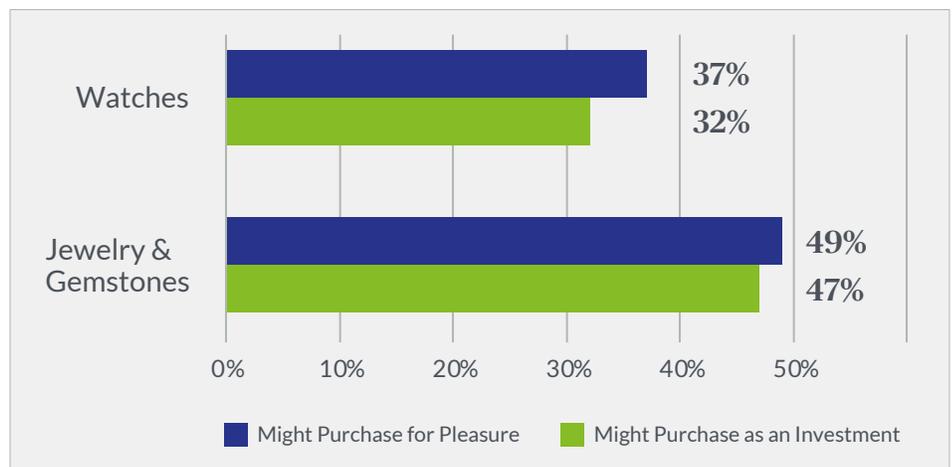
According to Chubb’s 2021 inaugural survey of American collectors, jewelry and watches are some of the most popular valuables to collect, following wine.

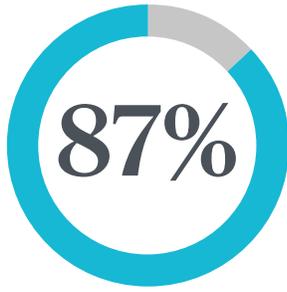


The personal and financial value of collecting

Collectors of watches and jewelry/gemstones are passionate about their collections. Forty-nine percent of American collectors surveyed say they’d purchase jewelry/gemstones for their own personal pleasure if they had the funds to do so, slightly higher than the 47% who said they’d do the same as an investment. Collectors who would purchase watches for pleasure (37%) also outnumber those who would purchase watches as an investment vehicle (32%).

In the year ahead, which of the following valuable articles might you purchase for your own personal pleasure or as an investment, assuming you had the necessary funds to do so?





87% of collectors say sustainably or ethically sourced jewelry is important to them when making a purchase

If you are interested in learning more about collecting or how to protect your collection, visit <https://www.chubb.com/us-en/individuals-families/clients/valuable-articles-coverage.html>

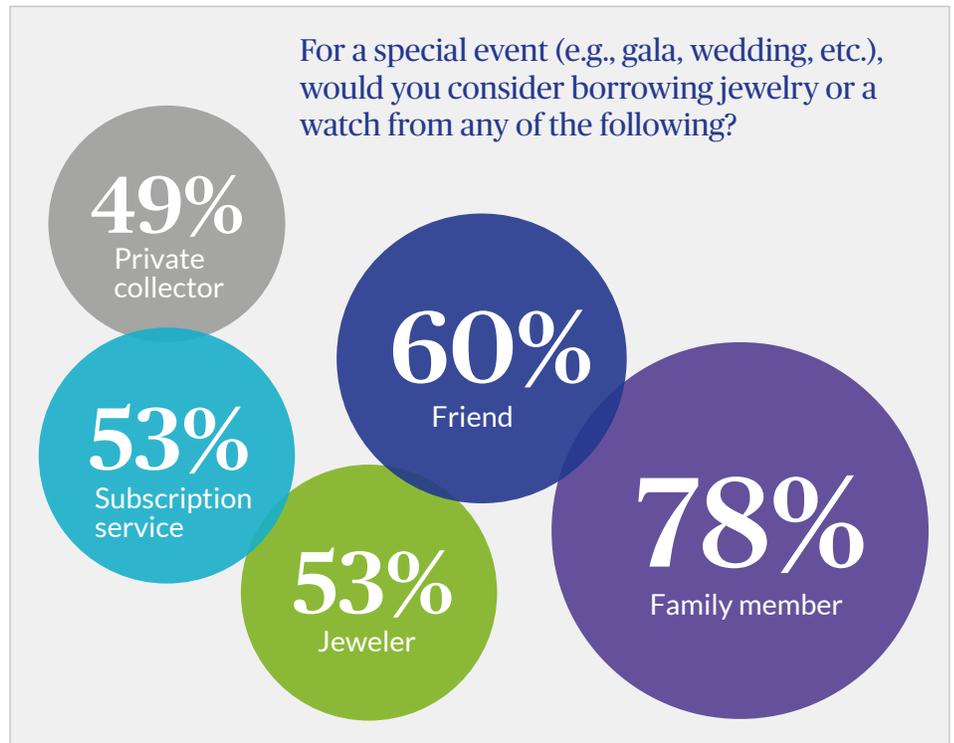


Jewelry & watches collecting trends

Sustainability and ethical sourcing for jewelry is an important consideration for most collectors.

Additionally, many collectors are open to borrowing jewelry and watches, not only from family members and friends, but also from subscription services. While it might seem like all risk and no reward, it's important for collectors to make sure they're protected in the event that borrowed items are damaged, lost or stolen. Jewelry collectors should work with their insurance agent or broker to make sure their valuable articles coverage includes items on temporary loan or consignment.

For a special event (e.g., gala, wedding, etc.), would you consider borrowing jewelry or a watch from any of the following?



Methodology

This snapshot of data is part of the first survey by Chubb measuring collectors' approaches and behaviors toward valuable articles trends and risk. "Collectors" are defined as adults 18 and older, with a household income of more than \$50,000, who self-describe as a collector or enthusiast of valuable articles (art, jewelry, watches, etc.), and have purchased a valuable article in the past year. Conducted by Dynata, a global online market research firm, the online survey was fielded between June 21 and July 13, 2021. The results are based on 1,212 completed surveys. A breakdown of respondents is as follows:

Gender:

- Male (47%)
- Female (52%)
- Non-binary/Prefer Not to Answer (1%)

Age:

- 18-24 (19%)
- 25-34 (30%)
- 35-44 (27%)
- 45-54 (9%)
- 55+ (15%)

Regions:

- Midwest (19%)
- Northeast (18%)
- West (24%)
- South (38%)

Socioeconomic Status:

- Middle Class (35%)
- Upper Middle Class (37%)
- Mass Affluent (16%)
- High-Net-Worth (13%)

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