WORLD GOLD COUNCIL

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Gold Demand Trends
Q2 2025

Investment drives gold demand in Q2

Demand value rockets to a record US$132bn

Total Q2 gold demand (inclusive of OTC investment) increased by 3% y/y to 1,249t. In value terms, total gold demand jumped 45% y/y to US$132bn.

A second consecutive quarter of hefty demand for global gold-backed ETFs was instrumental in boosting overall Q2 demand. Uncertain global trade policy, geopolitical turbulence and the rising gold price all fuelled inflows.

Bar and coin investors also joined the fray, attracted by the rising price and gold's safe-haven attributes. Two consecutive quarters generated the strongest first half for bar and coin investment since 2013.

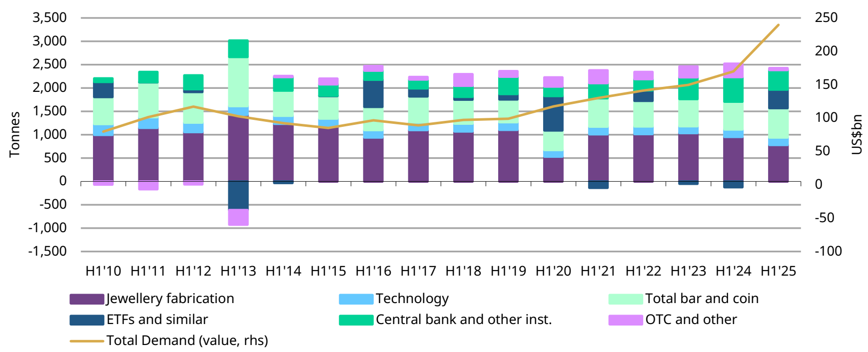
Central banks remained a key pillar of global demand, adding 166t to global official gold reserves. Although the pace of buying moderated, the outlook for central bank demand remains healthy.

Jewellery demand volumes and value continued to diverge: y/y declines in tonnage were widespread, while spending on gold jewellery saw universal gains. Volumes were very muted, almost retreating back to 2020 pandemic levels.

Gold used in technology came under pressure from the potential impact of US tariffs, although growing demand for AI-related applications remains an area of strength.

Chart 1: H1 gold demand volume firms, while value rockets

Total H1 demand by sector in tonnes, and value (US$bn)*



*Data to 30 June 2025.
Source: Metals Focus, Refinitiv GFMS, World Gold Council

Highlights

The LBMA (PM) Gold Price hit a new record in June.
The average quarterly price was a record US$3,280.35/oz, up by 40% y/y and 15% q/q.

Total supply increased 3% y/y.
Initial estimates for mine production suggest a Q2 record of 909t.

Recycling activity remained subdued despite record prices.
Indian consumers increasingly opted to exchange old jewellery for new, or to pledge it as collateral against loans.

OTC investment and stock changes added 170t to demand in Q2.
Anecdotal reports suggest that institutional investment remained healthy, with continued interest from global High Net Worth investors.

For more information please contact: research@gold.org

Gold supply and demand

Table 1: Quarterly gold supply and demand by sector, tonnes

	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q/q % change	Y/y % change
Supply							
Mine Production	896.2	957.4	944.8	833.0	908.6	9	1
Net Producer Hedging	-20.4	-6.5	-18.5	-7.1	-7.1	-	-
Recycled Gold	334.2	325.7	358.1	348.5	347.2	0	4
Total Supply	**1,210.0**	**1,276.6**	**1,284.4**	**1,174.5**	**1,248.8**	6	3
Demand							
Jewellery Fabrication	417.2	546.6	524.3	425.4	356.7	-16	-14
Jewellery Consumption	395.6	460.0	548.7	383.4	341.0	-11	-14
Jewellery Inventory	21.6	86.7	-24.4	42.0	15.7	-63	-27
Technology	80.2	82.9	82.8	80.4	78.6	-2	-2
Electronics	66.8	69.1	68.8	67.0	65.8	-2	-2
Other Industrial	11.1	11.6	11.9	11.3	10.8	-4	-3
Dentistry	2.3	2.2	2.2	2.1	2.1	-2	-9
Investment	268.1	365.3	343.4	551.2	477.2	-13	78
Total Bar and Coin	275.2	270.6	324.7	324.6	306.8	-6	11
Bars	200.2	198.8	236.4	257.7	243.1	-6	21
Official Coins	49.6	32.1	52.5	44.3	38.9	-12	-22
Medals Imitation Coins	25.4	39.8	35.8	22.7	24.8	9	-3
ETFs and Similar Products	-7.1	94.7	18.7	226.6	170.5	-25	-
Central Bank and Other Institutions	211.5	199.5	365.1	248.6	166.5	-33	-21
Gold Demand	**977.0**	**1,194.3**	**1,315.7**	**1,305.6**	**1,079.0**	-17	10
OTC and other	233.0	82.3	-31.2	-131.2	169.8	-229	-27
Total Demand	**1,210.0**	**1,276.6**	**1,284.4**	**1,174.5**	**1,248.8**	6	3
LBMA Gold Price (US$/oz)	2,338.2	2,474.3	2,663.4	2,859.6	3,280.4	15	40

Note: For an explanation of these terms, please see the Notes and definitions download: https://www.gold.org/goldhub/data/gold-demand-by-country.
Source: Metals Focus, ICE Benchmark Administration, World Gold Council

Outlook

Our demand and supply expectations for FY2025 reflect the dynamics discussed in our mid-year outlook:

- Global gold ETFs have **further upside potential** in our view, but might face some near-term headwinds before resuming growth in H2
- Retail investment has been solid and **we see only modest softening** in H2
- Price has factored heavily in weak jewellery tonnage demand. However, the central case of only **modest price gains in H2 are unlikely to produce much of a recovery**, given that economic drivers are lacklustre in most regions
- The **technology story is set to continue** with the sector challenged by high prices, slower economic growth and tariffs but offset by fervent AI-related spending
- **Central bank** demand has been revised down modestly to reflect the slowdown in Q2. But our view is that demand continues apace as prices present less of a hindrance in the second half
- Producers margins increased in H1 and will likely stay high, **incentivising a continuation of ramp ups and new mine supply to take production to yet another record level in 2025**
- **Recycling** is expected to rise but less than implied by gold's price performance having been heavily influenced by monetisation of old jewellery.

Investment

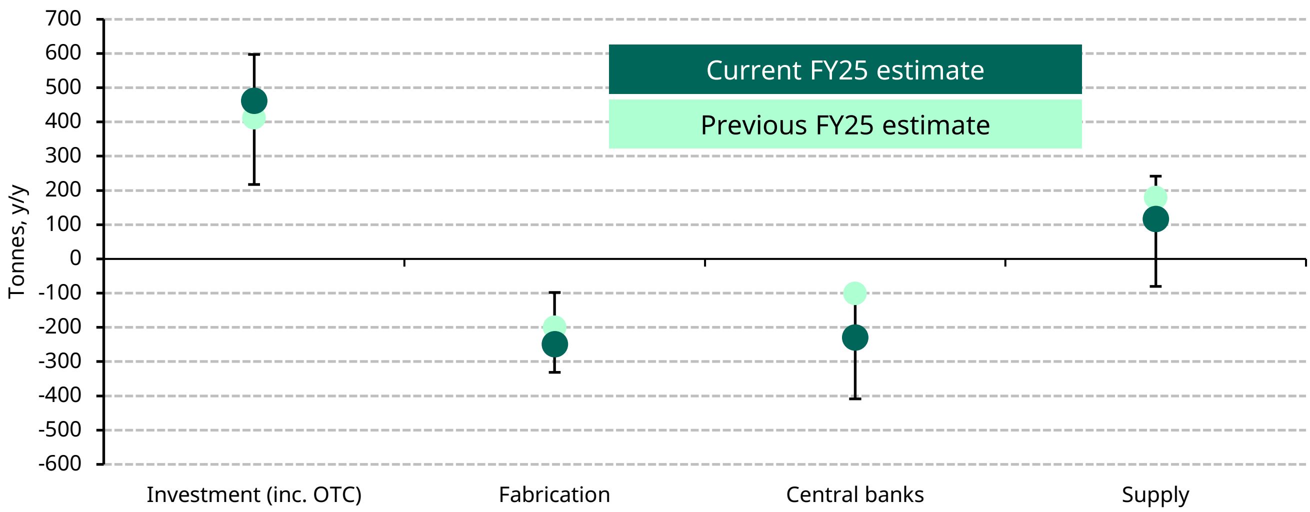
The US dollar will likely be pivotal to more institutional investment cohorts in H2, and there is both a strong consensus and rationale for a structurally weaker US dollar in the medium term.[1] But a very strong sell off in H1 on the back of tariffs, tax fears and foreign hedging, took the US dollar to well below its yield-differential-implied fair value relative to its main counterpart – the euro.[2] This risks a short squeeze, which could hamper near-term gold investment.

Gold investors have been less sensitive to changes in long bond yields, as we have detailed on many occasions, and the elevated stock-bond correlation is likely to keep it that way.[3] But lower policy rates, expected from September onwards, are likely to elicit more investor interest in gold from an opportunity cost perspective.

Global ETF inflows have been strong in H1 but from quite a low base. The 12-month pace of inflows is not extreme, historically, and we believe there is capacity to add more, particularly given supportive fundamentals. This theme

Chart 2: Investment solid, fabrication troughs, central banks pare back and supply responds

Expected change in annual gold demand and supply*



*Data to 30 June 2025.
Source: World Gold Council

1. Dollar exit could be crowded for some time | Reuters; US Dollar's Shifting Landscape: From Dominance to Diversification - Goldman Sachs Asset Management.
2. Outlook for the US Dollar - Apollo Academy.
3. You asked, we answered: Are fiscal concerns driving gold? | Post by Jeremy De Pessemier | Gold Focus blog | World Gold Council.

extends to OTC investment. We thus see inflows continuing but perhaps at a lower rate than H1 given the aforementioned near-term challenges.

Chinese retail investment surpassed jewellery in Q2 and is likely to be the go-to for consumers amid volatile and geopolitically tense times. However, strong price increases have been a major contributor to demand and, as such, a more benign price environment might see investment in H2 subside a little from H1.

Similar factors are also evident in India, with prices helping to drive sentiment. One difference perhaps is the role of domestic equity markets. While Chinese economic growth is likely to feel the impact of US tariffs more in H2 than H1, it could prompt further easing.[4] This should, all else equal, also help relatively cheap equities pick up more steam and possibly put a dampener on gold investment – given that weak equities have been cited as one of the reasons gold has been so attractive over the past couple of years. In contrast, India's stock market has been on a tear over the last few years and is now quite richly valued. A slightly softer H2 economy vs H1, as consensus expects, might see this anecdotal "gold demand headwind" abate, making gold relatively more attractive.[5] But this isn't weak growth, just a tariff brake, as industrial production is set to ramp up.

Jewellery

Jewellery retailers in China are likely to face an equally glum H2. One silver lining perhaps is that platinum is unlikely to offer much of a challenge, given the sensitivity to its strong price rise. Another is that high savings rates might offer some capacity to buy in H2, but probably needs stimulus and a brighter outlook for 2026 and beyond. In India, the economy is still vibrant but is expected to soften a little in H2. Combined with high prices, jewellery demand will likely remain subdued as consumers are anecdotally adapting less quickly to high prices than they have historically.

This theme is likely echoed in other regions. Flat or lower prices won't elicit the same response one might see in an environment where disposable income is solid. Thus, our expectation for weak full year jewellery demand remains in place.

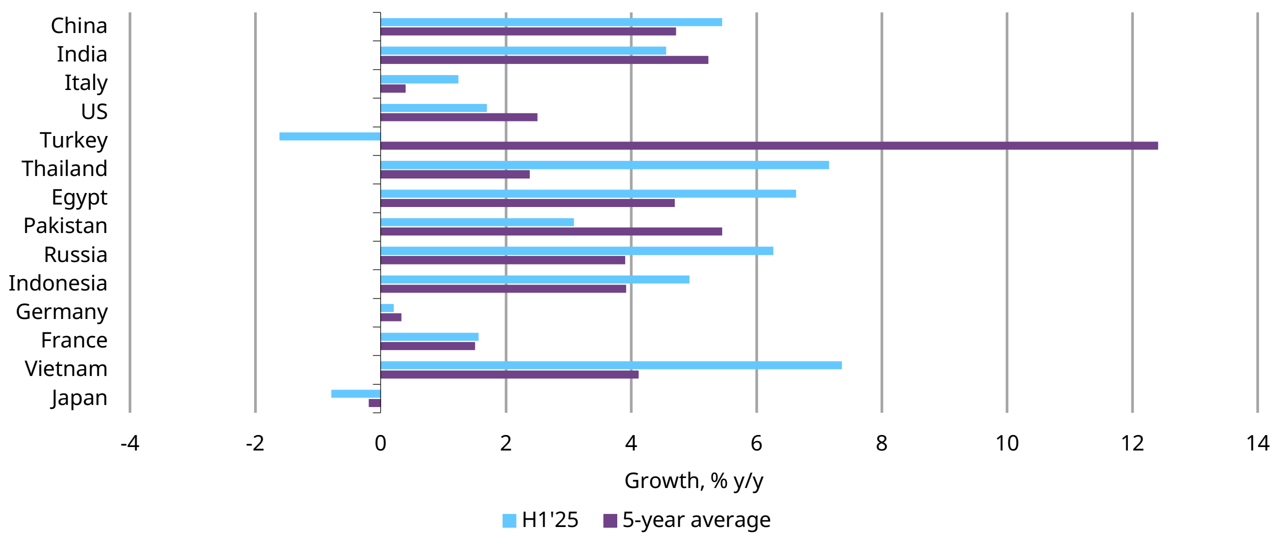
Although a source of supply, recycling is tightly linked to jewellery.[6] It is particularly relevant in India and China where it traditionally facilitates the flow of new jewellery for old (except for when exchange and collateralised loans are used).

Notably, over the past few quarters, recycling has been constrained in the face of rising prices. The suggested reasons are:

- Geopolitical risk premia – anecdotally evident in the Middle East

Chart 3: Distress-selling not on the cards, yet

Growth in real disposable income among biggest recycling markets



* Data to 30 June 2025
Source: Macrobond, Oxford Economics, World Gold Council

4. Bloomberg median economist forecast is for short-term rates to be 15-20bps lower by Q4'25.
5. Bloomberg median economist forecast is for real GDP growth to subside to 6.1% from 7.4% in Q1'25.
6. We estimate that more than 90% of recycling supply comes from old jewellery.

- A shift in price sensitivity – a willingness to hold on to gold in the expectation of even higher prices – evident in India with trade-ins and monetisation of gold jewellery
- A lack of economic distress – although slowing, real personal income growth remains positive and there are no imminent signs of distress.[7]

Central banks

A slowdown in central bank buying in Q2 leads us to revise down our FY forecast modestly. But we think the longer-term trend of central banks taking advantage of gold's diversification properties and reallocating from US assets to gold remains intact, supported by the results of our annual survey.

While target allocations at some central banks may present a ceiling to further accumulation, this is likely not the case for all banks, particularly those whose gold is managed separately from its other reserves assets. In addition, stronger growth in foreign reserves or softer gold prices could reignite buying. Finally, a strong rise in prices should, from a prudential perspective, put the brakes on accumulation, so the Q2 slowdown should not come as a great surprise. We witnessed a similar slowdown in 2024. We remain constructive on central banks in 2025 and beyond, despite the current lull.

Supply

Ramp-ups and new projects led by Ghana, Canada and Chile are likely to increase production to a new record in FY2025, incentivised by high AISC margins. Hedging is expected to be minimal as producers opt for exposure to strong prices. A more material drop in prices, which is a possibility as per our mid-year outlook, could encourage some producers to lock in prices at the margin.

Recycling is expected to rise, but only modestly. One concern is the amount of collateralised jewellery that has been pledged in India. Should there be a significant economic slowdown or should gold prices contract materially, some forced selling could be seen to cover these loans.

7. Source: Oxford Economics baseline scenario Q2'25.

Jewellery

Record quarterly gold price sees jewellery demand sink close to pandemic levels

- Global jewellery consumption posted double-digit losses in Q2, falling to 341t – the lowest since Q3'20
- Much of the decline came from China and India, whose combined market share fell below 50% for only the third time in the last five years
- In value terms, jewellery consumption was 21% higher y/y at US$36bn.

Tonnes	Q2'24	Q2'25	Y/y % change
World total	395.6	341.0	-14 ▼
India	106.5	88.8	-17 ▼
China PR Mainland	86.2	69.2	-20 ▼

Gold jewellery volumes continued to decline in Q2 as record gold prices during the quarter further impinged on affordability. Quarterly demand was 30% below the five-year quarterly average of 487t.

Among the 31 markets in which we measure gold jewellery consumption, Iran was unique in witnessing a y/y increase in demand – elsewhere, there were universal declines.

The recent sharp gold price increases have prompted a more pronounced decoupling between consumption volumes and value, particularly in price sensitive markets such as India and China. In contrast with the volume series, all markets saw a y/y rise in the value of jewellery demand.

China

Gold jewellery demand in China fell by 20% y/y to just 69t. This was the fifth consecutive quarterly double-digit decline, taking demand close to levels last seen in Q1'20 when COVID swept the country. Despite this, demand in value terms continued to strengthen, with spending on gold jewellery 13% higher y/y at US$7bn (RMB53bn).

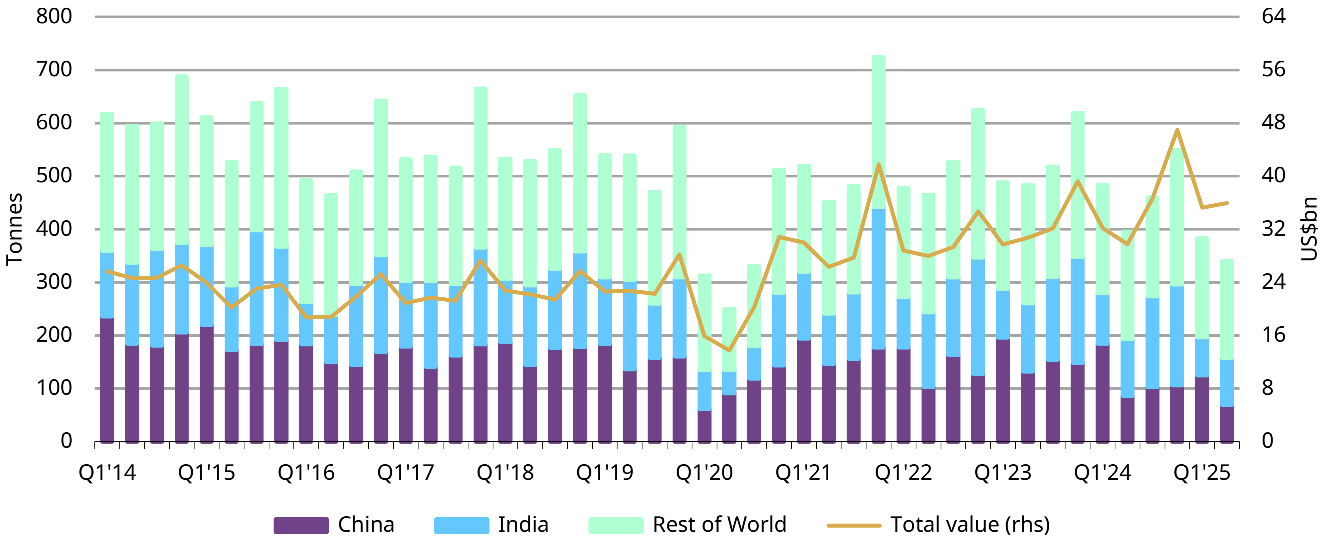
The weak Q2 generated H1 total gold jewellery consumption of 194t – down 28% y/y. With the exception of 2020, this is the weakest H1 demand since 2009.

The drivers behind the decline were broadly consistent with those observed in 2024. A sharp surge in local gold prices eroded consumer affordability, while persistently weak sentiment – reflected in subdued consumer confidence and near-record household savings – further dampened gold demand. Broader economic uncertainties, including concerns over future growth and US-China trade tensions, also contributed to consumer caution.

The domestic gold jewellery industry is witnessing a continued reduction in retail points of sale (POS). To some extent, this decline in outlets also constrained consumer access, exacerbating the demand slump and accelerating industry consolidation. While this trend poses short-term challenges, we believe it will ultimately benefit the market by phasing out underperforming outlets.

Chart 4: Q2 saw a sharp, near-universal y/y drop in jewellery tonnage, led by India and China

Quarterly jewellery demand, tonnes and value*



*Data to 30 June 2025.
Source: ICE Benchmark Administration, Metals Focus, World Gold Council

Table 2: Jewellery demand in selected countries, tonnes

	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q/q % change	Y/y % change
India	106.6	171.6	189.8	71.4	88.8	**24**	**-17**
Pakistan	4.3	4.0	4.6	4.2	4.1	**-2**	**-5**
Sri Lanka	1.7	1.1	1.3	1.0	1.2	**20**	**-28**
Greater China	**92.1**	**109.5**	**114.2**	**132.5**	**73.8**	**-44**	**-20**
China PR Mainland	86.2	102.4	106.1	124.9	69.2	**-45**	**-20**
Hong Kong SAR	4.9	6.2	7.1	6.4	3.7	**-42**	**-23**
Taiwan Province of China	1.0	0.9	1.0	1.2	0.9	**-30**	**-17**
Japan	3.7	4.0	4.2	3.0	3.1	**6**	**-15**
Indonesia	4.3	5.4	7.7	4.1	3.4	**-18**	**-22**
Malaysia	2.7	2.3	2.6	3.8	2.5	**-35**	**-8**
Singapore	1.6	1.5	1.6	1.7	1.5	**-14**	**-8**
Korea, Republic of	2.8	2.7	2.8	4.1	2.6	**-35**	**-6**
Thailand	2.1	2.4	2.9	1.7	1.6	**-4**	**-20**
Vietnam	3.1	2.7	3.3	3.5	2.5	**-29**	**-20**
Australia	2.5	2.0	2.9	1.3	2.3	**78**	**-10**
Middle East	**44.6**	**35.9**	**43.4**	**45.1**	**39.7**	**-12**	**-11**
Saudi Arabia	13.2	10.5	12.3	14.6	11.2	**-23**	**-15**
UAE	9.2	7.1	8.9	7.9	7.7	**-2**	**-16**
Kuwait	3.1	2.6	3.5	2.4	2.7	**10**	**-13**
Egypt	6.8	5.1	6.3	6.4	5.7	**-12**	**-17**
Islamic Republic of Iran	6.5	6.2	6.8	7.2	7.3	**1**	**12**
Other Middle East	5.7	4.4	5.7	6.6	5.1	**-22**	**-10**
Turkey	8.3	9.4	11.9	8.9	7.8	**-13**	**-6**
Russian Federation	8.9	10.6	11.6	7.5	8.0	**7**	**-10**
Americas	**43.2**	**37.1**	**61.3**	**31.8**	**40.4**	**27**	**-7**
United States	32.6	27.8	47.0	23.3	30.2	**30**	**-7**
Canada	3.3	2.4	5.5	2.6	3.2	**23**	**-3**
Mexico	3.4	3.4	3.7	2.8	3.2	**14**	**-5**
Brazil	4.0	3.5	5.1	3.1	3.8	**23**	**-3**
Europe ex CIS	**14.9**	**12.5**	**28.8**	**10.7**	**14.3**	**34**	**-4**
France	2.9	1.9	5.9	3.0	2.8	**-8**	**-2**
Germany	2.5	2.0	4.1	1.0	2.3	**147**	**-5**
Italy	3.7	2.8	9.0	2.3	3.6	**52**	**-2**
Spain	2.1	2.0	2.6	1.9	2.0	**3**	**-5**
United Kingdom	3.8	3.9	7.2	2.5	3.6	**48**	**-5**
Switzerland	-	-	-	-	-	-	-
Austria	-	-	-	-	-	-	-
Other Europe	-	-	-	-	-	-	-
Total above	**347.2**	**414.5**	**494.8**	**336.2**	**297.4**	**-12**	**-14**
Other & stock change	48.4	45.5	53.9	47.2	43.5	**-8**	**-10**
World total	**395.6**	**460.0**	**548.7**	**383.4**	**341.0**	**-11**	**-14**

Source: Metals Focus, World Gold Council

The gold price and consumer sentiment will likely remain the primary drivers of gold jewellery demand in H2. Chinese households continue to save at near-record levels, limiting discretionary spending on items like gold jewellery. Persistent weakness in the property market and external headwinds may continue to weigh on consumer confidence. Nonetheless, potential monetary easing and fiscal stimulus could offer some offsetting support and seasonality patterns suggest gradual q/q recovery in Chinese gold jewellery consumption from Q3 onwards.

India

Indian gold jewellery consumption in Q2 fell by 17% y/y to 89t, as gold prices breached the psychological Rs100,000/10g mark for the first time. Consequently, H1 demand of 160t was the second lowest in our data series from Q1 2000 – only the COVID-hit 2020 was lower (at 118t).

The value of gold jewellery consumption showed a markedly different trend: spending in US$ rose 17% y/y and 43% q/q.

In volume terms, the record gold price severely impacted affordability. This mainly impacted the mass market segment; the average weight of pieces bought by wealthier consumers remained relatively unchanged.

The shift towards lighter-weight items continued in the record price environment, with consumers increasingly favouring 18k plain gold jewellery due to affordability. Gold-plated silver jewellery is also gaining increasing acceptance. Reflecting this shift in the market, the Bureau of Indian Standards recently approved hallmarking of 9ct jewellery.

Festival demand related to Askhaya Tritiya on 30 April was apparently mixed. Large and corporate retailers, who were able to implement aggressive promotional and marketing campaigns, reported increased sales. In contrast, buying interest at smaller, independent stores was weaker.

Recycling of gold jewellery remained very subdued during the quarter as Indian consumers preferred to either exchange old jewellery for new or, increasingly, pledge it as collateral for loans.

While a seasonal recovery in demand is likely in Q3 as the festive and wedding seasons get underway, the continued high price environment looks set to put ongoing pressure on gold jewellery demand volumes in the country.

Middle East and Turkey

A 6% y/y fall in Turkish gold jewellery demand (to 8t) translated to a 32% increase in value to US$820mn. Q2 saw a continuation of the themes from Q1, with demand impacted by a combination of gold price strength, consumer sentiment undermined by continued domestic political unrest and stubbornly high consumer inflation.

Gold jewellery demand in the Middle East saw widespread y/y declines as the high gold price, combined with ongoing regional tensions, suppressed volumes. Iran was the outlier – consumers bought gold jewellery as a proxy investment, pushing demand up 12% y/y.

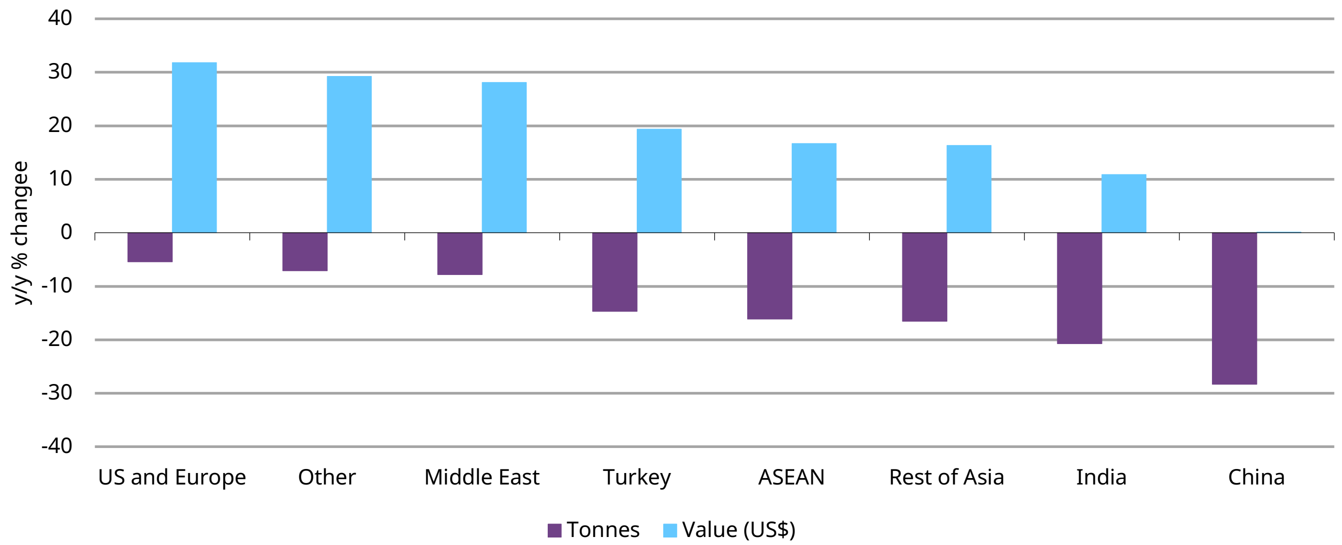
US and Europe

Gold jewellery consumption in the US extended the downward trend of the last three years, with a 7% y/y decline to 30t. This contrasted with a 30% jump in the value of demand to US$3bn.

The collapse in the price of lab-grown diamonds helped to offset the rise in gold prices, lending some support to demand for gem-set gold jewellery.

Chart 5: Record gold prices have sparked growing divergence between volumes and value

Year-on-year change in H1 jewellery demand, tonnes and value*



*Data to 30 June 2025.
Source: ICE Benchmark Administration, Metals Focus, World Gold Council

European gold jewellery volumes slipped 4% y/y – the ninth consecutive decline in quarterly demand – while value rose 35% y/y to US$2bn. Jewellery volumes will likely remain under pressure while gold prices hold around the €90/g price level and limit consumer affordability.

ASEAN markets

Gold jewellery demand in the ASEAN markets followed the global pattern: volumes declined while value increased y/y. Record prices curbed spending power and a shift in preference towards lower carat jewellery was noted across the region.

Demand in Indonesia was particularly weak, falling to the lowest in our 25-year data series. Economic growth has slowed and consumer sentiment has been weakened by trade concerns and falling commodity prices. The government has announced a package of measures designed to stimulate consumer spending, but fragile consumer sentiment may continue to undermine gold jewellery demand in H2.

Rest of Asia

Japanese gold jewellery consumption saw its weakest second quarter since 2020, in response to the high price. The decline in volume was less pronounced than the price rise, generating a rise in the value of demand.

The domestic jewellery industry remained relatively benign; Japanese consumers still have an appetite for gold jewellery, albeit that a shift towards platinum has been noted.

The fall in South Korean gold jewellery demand was less pronounced than in many other markets. This resilience was due to healthy wedding season sales and continued interest in gold's wealth preservation properties. Sales were boosted by jewellers who increased their offerings of low-carat (below 14K) items, which helped meet more achievable price points.

Australia

In line with the global trend, jewellery demand volumes in Australia fell y/y (-10% to 2t) as the price inhibited affordability. In value terms, though, gold jewellery spending jumped 26% y/y.

Investment

Continued strength in investment demand generates strongest first half since 2020

- Gold investment remained elevated due to safe-haven demand and momentum flows
- A second consecutive quarter of significant demand for gold-backed ETFs was the main driver of growth in investment
- Bar and coin also saw decent growth, largely due to notable y/y gains in China and Europe.

Tonnes	Q2'24	Q2'25	y/y % change
Investment	268.0	477.2	78 ▲
Bar & Coin	275.2	306.7	11 ▲
India	43.1	46.1	7 ▲
China PR Mainland	80.0	115.1	44 ▲
Gold-backed ETFs	-7.1	170.5	- ▲

Investment demand for gold continued the upward trend that has broadly been in place for the last three years. Total investment demand was 78% higher y/y, thanks to sizable positive flows into gold-backed ETFs and robust growth in bar and coin demand.

The themes that created such fertile ground for gold investment in Q1 remained very much in play during the second quarter: fluctuating US trade policy; a weaker US dollar; heightened geopolitical tensions punctuated by regional flare-ups; close attention to the respective paths of inflation and economic growth; and fresh record highs in the gold price that attracted further investment inflows.

Gold faced some headwinds in the form of a rebound in stock markets and a resilient US labour markets. Nevertheless, jitters around the impact of US economic policy and the direction of the dollar remained sufficiently high to support demand for gold's safe-haven, risk hedge attributes.

Anecdotal reports suggest that global institutional and high net worth investors expressed continued interest in gold, for the same reasons as noted above. These flows are captured in the OTC and stock flows figure, which added 170t to demand in Q2. This number also reflects any statistical residual from the balance of other demand and supply estimates in our model.

ETFs

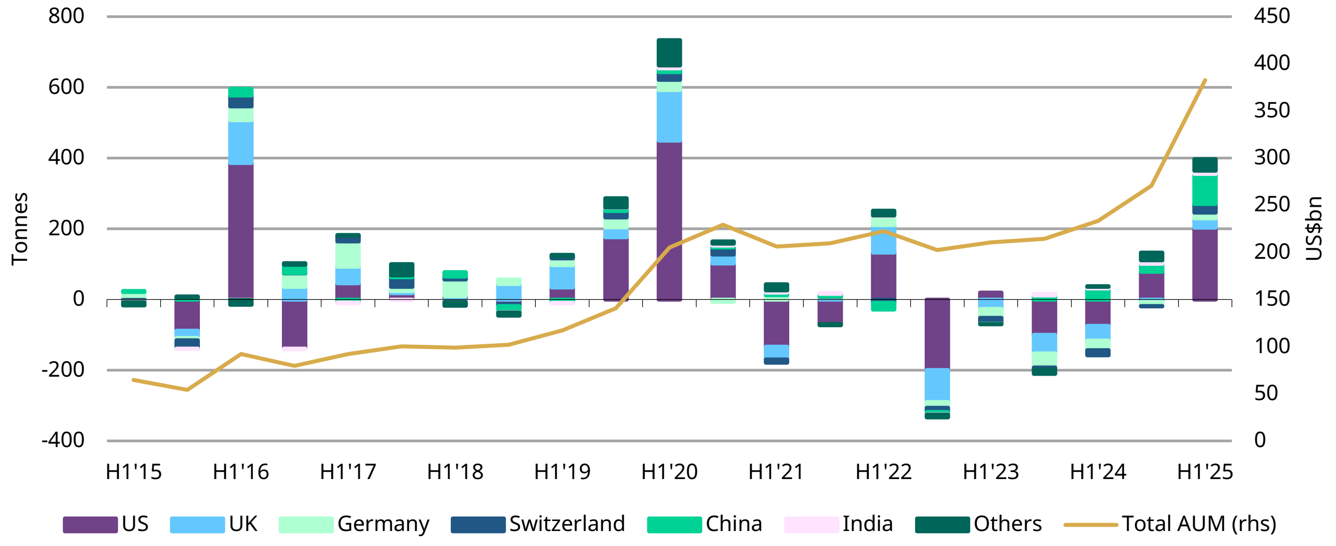
Gold-backed ETFs attracted significant investment in Q2 as a modest monthly decline in May was sandwiched between very strong demand in both April and June. The net result: a 170t quarterly increase in global holdings.

Combined with the 227t of demand in Q1, this set the seal on a very strong first half year for ETFs. With positive demand in all regions, global holdings increased by 397t over H1 – the strongest semi-annual performance since the record-breaking 734t in H1 2020.

Along with the surging gold price – which attracted momentum inflows into gold-backed ETFs – key drivers of Q2 demand were continued uncertainty over global trade policy,

Chart 6: Global ETF inflows continued apace, with positive investment across all regions

Half-yearly gold-backed ETF demand by region, tonnes*



*Data to 30 June 2025.
Source: Bloomberg, Company Filings, ICE Benchmark Administration, World Gold Council

Table 3: Total bar and coin demand in selected countries, tonnes

	Q2'24	Q3'24	Q4'24	Q1'25	Q2'25	Q/q % change	Y/y % change
India	43.1	76.7	76.0	46.7	46.1	**-1**	**7**
Pakistan	4.5	4.1	5.6	5.0	4.8	**-5**	**5**
Sri Lanka	-	-	-	-	-	**-**	**-**
Greater China	**82.2**	**63.9**	**86.2**	**126.7**	**118.3**	-7	44
China PR Mainland	80.0	62.1	83.6	124.2	115.1	**-7**	**44**
Hong Kong SAR	0.4	0.3	0.4	-0.4	0.8	**-**	**117**
Taiwan Province of China	1.8	1.4	2.3	2.9	2.4	**-18**	**32**
Japan	4.6	0.1	-0.9	0.2	-0.5	**-**	**-**
Indonesia	4.5	7.6	5.8	8.9	5.8	**-35**	**29**
Malaysia	1.6	1.5	2.3	2.5	2.0	**-19**	**25**
Singapore	1.6	1.2	1.9	2.5	2.2	**-12**	**37**
Korea, Republic of	4.1	4.2	5.9	7.0	5.3	**-23**	**30**
Thailand	7.2	12.1	14.6	7.4	10.0	**35**	**38**
Vietnam	11.8	7.9	8.2	12.0	9.5	**-21**	**-20**
Australia	3.1	2.5	3.6	3.1	3.6	**16**	**18**
Middle East	**29.7**	**25.1**	**27.1**	**28.4**	**31.0**	9	4
Saudi Arabia	4.2	3.2	3.7	4.4	3.4	**-23**	**-19**
UAE	3.3	3.6	3.4	3.1	4.1	**31**	**25**
Kuwait	1.6	1.6	1.5	1.4	1.9	**36**	**20**
Egypt	7.6	5.3	5.9	4.7	5.9	**25**	**-23**
Islamic Republic of Iran	10.9	9.5	10.4	12.7	13.1	**4**	**20**
Other Middle East	2.1	2.0	2.2	2.1	2.6	**25**	**23**
Turkey	30.8	12.7	23.5	20.2	15.3	**-24**	**-50**
Russian Federation	8.9	9.1	9.0	7.6	8.5	**12**	**-5**
Americas	**21.1**	**22.3**	**21.7**	**19.5**	**11.7**	-40	-45
United States	18.9	19.9	18.6	15.9	8.8	**-45**	**-53**
Canada	1.7	1.8	2.4	3.0	2.3	**-22**	**41**
Mexico	0.2	0.2	0.2	0.2	0.1	**-29**	**-14**
Brazil	0.4	0.5	0.5	0.4	0.4	**-4**	**-5**
Europe ex CIS	**11.1**	**18.2**	**23.2**	**26.9**	**28.4**	6	156
France	-0.6	-0.3	-0.5	-1.2	-1.0	**-**	**-**
Germany	-2.0	3.5	8.7	10.5	10.9	**4**	**-**
Italy	-	-	-	-	-	**-**	**-**
Spain	-	-	-	-	-	**-**	**-**
United Kingdom	2.6	3.5	2.2	3.8	3.1	**-19**	**17**
Switzerland	5.1	5.0	5.4	5.8	6.3	**9**	**24**
Austria	0.5	0.6	1.1	0.6	1.1	**65**	**97**
Other Europe	5.5	5.9	6.3	7.3	8.1	**11**	**48**
Total above	**269.9**	**269.2**	**313.6**	**324.3**	**301.8**	-7	12
Other & stock change	5.3	1.5	11.1	0.3	4.9	**1,525**	**-6**
World total	**275.2**	**270.6**	**324.7**	**324.6**	**306.8**	-6	11

Source: Metals Focus, World Gold Council successive spikes in global geopolitical tensions and concern over rising inflationary pressure.

North American-listed funds added 73t (US$8bn) during the second quarter, taking total regional holdings to 1,857t (US$196bn in AUM).

Demand for Asian-listed funds of 70t almost matched that of North American funds – all the more impressive considering their collective holdings are less than one-fifth the size at 321t (US$35bn). The lion's share of the Asian demand was for Chinese funds, which added 61t. Nevertheless, Indian and Japanese physically-backed funds also saw positive flows. In addition, our analysis suggests that Japanese mutual funds (ITMs) that buy shares of gold ETFs, gathered US$2bn during the quarter.[8]

Switzerland and the UK together accounted for over 75% of demand for European-listed funds in Q2 (+24t; US$1bn), adding 14t and 4t respectively.

Meanwhile, funds listed in other regions attracted 4t (US$334mn) in Q2. Australia and South Africa were the main contributors.

For a detailed review of regional gold-backed ETF flows, please see our ETF Flows Commentary.

Bar and coin

Global investment in gold bars and coins remained healthy in Q2 – up 11% y/y at 307t. This was a slight slowdown from the very strong Q1 (-6% q/q), but comfortably above the 290t five-year quarterly average (+6%). And two consecutive quarters of very solid demand produced the strongest first half since 2013.

China

Bar and coin demand in China reached 115t in Q2. Added to the very strong Q1 figure, this pushed the H1 total to 239t – 26% higher y/y and the strongest first half since 2013. In value terms, Q2 investment reached a record high of RMB83bn (US$12bn).[9]

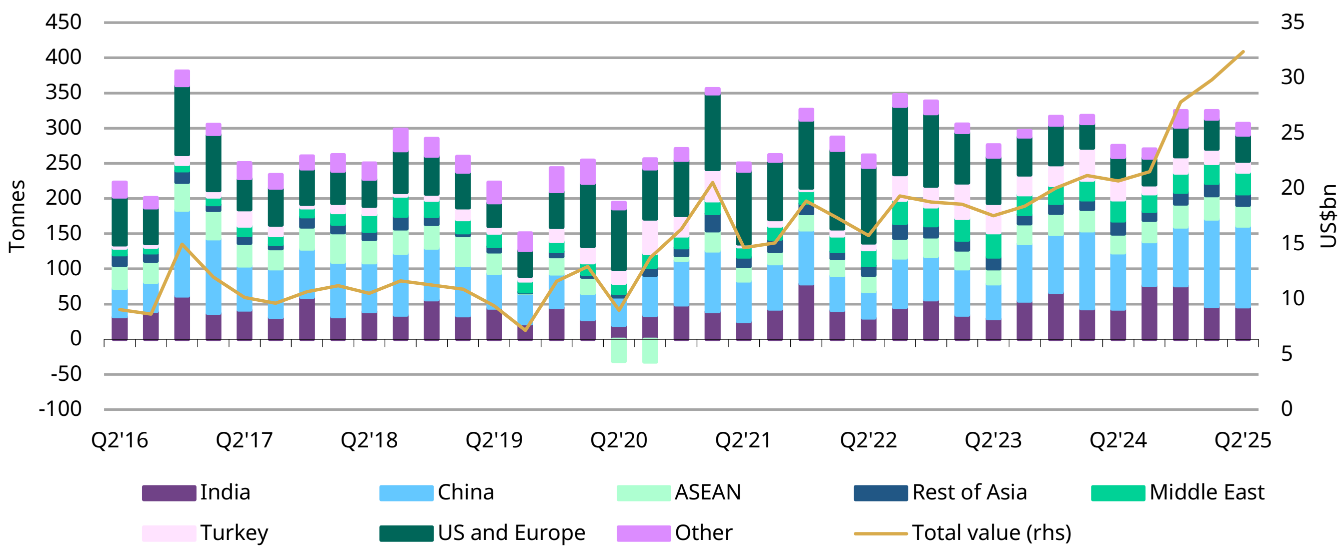
Four key factors underpinned Q2 strength in Chinese bar and coin investment:

- concern over economic challenges, which boosted gold's safe-haven appeal
- the strong gold price momentum, which attracted greater participation in the market
- limited alternative investment options as domestic stock indices underperformed, property prices continued to fall and commercial banks cut interest rates, all of which made gold's rally more notable
- continued gold accumulation by the PBoC sent a positive signal, which retail investors chose to follow.

These factors look set to remain relevant for gold investors in China for the remainder of the year, which suggests a continuation of the supportive environment for bar and coin investment. Furthermore, regulatory changes announced in H1 allowing Chinese insurers to participate in the gold market marks a structural shift, which may encourage further participation by domestic investors.[10]

Chart 7: Healthy Q2 bar and coin investment contributed to the strongest first half since 2013

Quarterly bar and coin demand by key market, tonnes and value*



*Data to 30 June 2025.
Source: ICE Benchmark Administration, Metals Focus, World Gold Council

8 While these funds buy shares of gold ETFs and not gold directly, they nonetheless feed into the gold holdings of funds (usually those listed in the US or Europe) that they hold.
9. RMB value and USD value based on the quarterly average Au9999 in RMB and LBMA Gold Price in USD respectively.
10. RMB value and USD value based on the quarterly average Au9999 in RMB and LBMA Gold Price in USD respectively.

India

Indian investors continued to add to their bar and coin holdings in significant volumes during Q2. Demand of 46t was 7% higher y/y – the eighth consecutive quarter of growth.

Positive price momentum encouraged continued interest in gold, with widespread investor expectations for further price gains. But the impact on affordability was reflected in growing demand for smaller denomination items, notably coins of less than 10 grams.

Fieldwork indicates that online and e-commerce platforms are increasingly popular among gold investors, suggesting a growing preference to buy from organised players in India's gold market.

The prospects are encouraging for Indian gold investment to remain stable throughout of 2025. Economic indicators continue to paint a positive picture, with healthy rural demand, broad-based economic growth and, so far, good monsoon rainfall. Added to the potential for prolonged global trade disruption and outbreaks of heightened geopolitical tension, the supportive environment for gold investment in India is likely to persist.

Middle East and Turkey

Turkish investment continued to decelerate sharply from the very elevated levels of the last couple of years. Demand halved y/y to 15t, resulting in a y/y decline in value terms to US$2bn.

Demand momentum was related to the gold price, rallying during April before cooling off in late May and June as investor focus shifted back to high interest savings accounts. This pattern of demand was reflected in the local price premium, which declined in June to single digits… and even the occasional discount. Anecdotal reports suggest investors are waiting either for a decisive bullish price signal, or for another opportunity to buy during a price correction.

Investment in the Middle East was healthy at 31t. This concealed a mixed picture: double-digit growth in several markets contrasted with y/y declines in Saudi Arabia and Egypt, where profit taking emerged, particularly in the latter part of the quarter as the gold price failed to breach new record highs.

Investment in Iran jumped to more than 13t – the highest for over six years. Ongoing depreciation and high inflation – actors that had already driven safe-haven demand – were further boosted by the outbreak of military conflict with Israel. Spillover concerns from the latter also boosted investment in the UAE.

The West

US investment demand recorded sharp double-digit declines both q/q and y/y. Bar and coin demand of just 9t was the lowest since Q4'19.

The extent of the drop was such that investment in value terms fell y/y by 35% to US$929mn – one of only two markets to witness a fall in the US$ value of investment during the quarter.

US net investor demand was again affected by a double whammy of elevated profit taking and subdued levels of new purchases. The impact of tariffs on some gold bullion products disrupted demand. Meanwhile, profit taking responded to movements in the price as the pace of liquidations in April reportedly jumped in tandem, before slowing sharply in June as the price consolidated in more of a sideways range.

The picture for European gold investment in Q2 was in sharp contrast to that of the US. Demand in the region more than doubled y/y to 28t. While this partly reflects the depths reached in Q2'24, demand has seen a continued recovery over recent quarters. Germany has been at the forefront of this trend, with investor interest fuelled by bullish price expectations and heightened macroeconomic uncertainties.

Profit taking remained very much in evidence, but was increasingly outweighed by fresh demand, particularly for lighter-weight items (e.g. 1g, 10g, 20g and 1oz), due to affordability constraints.

Feedback also suggests notable safe-haven demand from several east European countries, reflecting concerns over rising domestic political instability and potential inflationary pressure.

ASEAN markets

in most of the ASEAN region that we monitor, gold investment demand witnessed a very strong second quarter as high gold prices combined with economic and political uncertainty to fuel demand. High double-digit y/y increases were commonplace, as was a near-doubling in the value of investment.

Vietnam was the exception. Local currency depreciation, combined with the high US$ price, sent domestic gold prices rocketing to a record level. This imposed affordability constraints, which generated a 20% y/y decline in demand to 9t. Nevertheless, it remains elevated in a longer-term context and strengthened in US$ value terms by 12% y/y to US$997mn.

Rest of Asia

Profit taking on bars and coins during Q2 slightly outweighed new buying in Japan, where quarterly gold investment continues to oscillate between slight disinvestment and modest positive demand.

Buying interest remains healthy, driven by younger investors, who are more recent entrants to the market and favour purchases of smaller items. Anecdotally, this contrasts with profit-taking being predominantly among older, legacy owners of gold selling into price strength.

Bar and coin demand in South Korea subsided from the previous quarter's very high levels, but nonetheless remained healthy at 30% higher y/y and 13% above the five-year average. Currency depreciation and ongoing political instability combined with the high gold price continued to attract investment demand.

Australia

Gold bar and coin investment in Australia jumped 18% y/y to 4t. Strong buying interest was noted as the price rallied in April and May, before settling down in June. The strong y/y comparison was largely due to a slowdown in liquidations. The strong price performance, against a backdrop of easing inflation and interest rate cuts, lifted investor sentiment towards gold.

Central banks

Central banks remain firm on intention to buy gold despite slower demand in Q2

- Central banks' bought a net 166t in Q2[11]
- The National Bank of Poland once again led the buying
- Our recent central bank survey shows that the intention to add gold over the coming year remains strong.

Tonnes	Q2'24	Q2'25	Y/y % change
Central banks and other institutions	211.5	166.5	-21 ▼

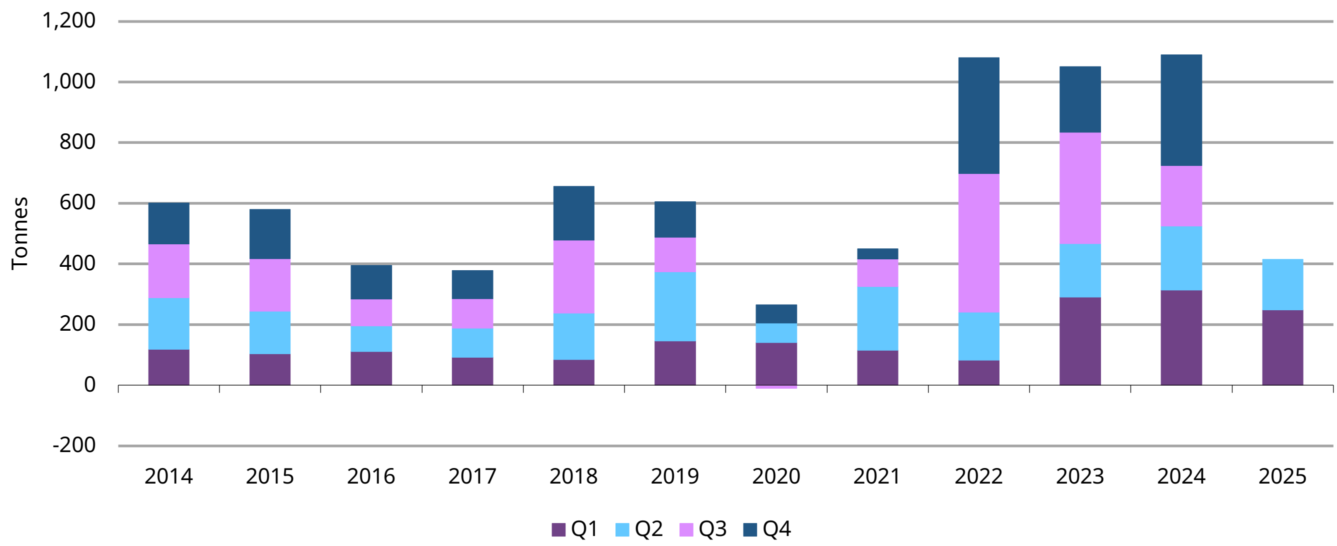
Central bank gold demand remained healthy at 166t in Q2, but at 33% lower q/q it was the second consecutive quarter during which demand has slowed. While this represents the lowest level of quarterly demand since Q2'22, it remains 41% above the average quarterly level that was typical between 2010 and 2021, before buying ramped up sharply in more recent years. Total H1 buying of 415t was 21% less than H1'24 (525t) and the lowest H1 total since 2022.The destabilising economic and geopolitical environment kept the gold price elevated during the quarter. As we have noted previously, central banks – although typically strategic buyers of gold – are not completely insensitive to its price level. As such, gold's rally so far this year, up 26%, to new record levels, has likely contributed to the slowdown in central bank buying.[12] But that they continue to add gold in the face of a higher price underscores their continuing favourable attitudes towards gold as a strategic asset amid such uncertainty.

This slowdown is apparent in the level of reported purchases during the quarter:[13]

- Once again, the **National Bank of Poland** was the largest buyer of gold, adding 19t to its gold reserves in Q2, albeit markedly lower than its buying in Q1 (49t). Polish official gold holdings now total 515t, or 22% of total reserves.
- The **State Oil Fund of Azerbaijan** increased its gold holdings to 181t during the quarter, 16t higher than at the end of Q1. Gold now accounts for almost 29% of its investment portfolio.
- The **Central Bank of Turkey** reported a 11t increase in official gold reserves (central bank plus Treasury) in Q2, almost double the increase in Q1. Y-t-d purchases of 17t has lifted total official gold reserves to 635t.
- The **National Bank of Kazakhstan** also upped its buying in Q2, adding 16t to its gold holdings compared to 6t in Q1. Gold reserves now total 306t.
- The **People's Bank of China** continued to add modest amounts of gold to its reserves in Q2. It reported purchases of 6t, almost half of its Q1 purchases, lifting its y-t-d buying to 19t. Its gold reserves now stand at 2,299t

Chart 8: Central bank demand slowed again in Q2, but remained at a healthy level

Quarterly central bank demand, tonnes*



*Data to 30 June 2025.
Source: Metals Focus, World Gold Council

11. Central bank demand presented here comprises aggregate reported changes as well as an estimate for unreported buying. This differs from our monthly central bank statistics, which consist solely of publicly reported changes.
12. Based on the LBMA Gold Price PM on 30 June 2025.
13. Country-level data is based on reported figures available at the time of writing. Revisions may occur as more data is released.

- The **Czech National Bank** purchased a net 6t in Q2, slightly above its Q1 purchases (5t). The bank's gold reserves now total 62t.
- The **National Bank of the Kyrgyz Republic** added 4t to its official gold reserves during in Q2, offsetting the 4t sold in Q1 and keeping holdings at 38t.
- The **Qatar Central Bank** (2t), **National Bank of Cambodia** (2t), **Bank of Ghana** (2t), the **Central Bank of the Philippines** (1t), **National Bank of Serbia** (1t) and **Central Bank of Jordan** (1t) were also buyers in Q2.
- Sellers during the quarter were the **Monetary Authority of Singapore** (5t), the **Central Bank of Uzbekistan** (3t), and the **Bundesbank** (1t) – the latter likely related to its longstanding coin minting programme.

Unreported buying remained elevated during the quarter, but with some deceleration. Combing the estimates from Metals Focus and available reported data, unreported central bank demand is estimated at around 90t in Q2 (54% of the total quarterly figure).

Looking ahead, we maintain our view that central banks will continue to add gold to their reserves. Our Central Bank Gold Reserves Survey 2025 shows that respondents overwhelmingly (95%) expect global central bank gold reserves to increase over the next 12 months, while 43% believe that their own gold reserves will also increase over the same period. Notably, none of the respondents anticipate a decline in their gold reserves.

Gold's unique characteristics and role as a strategic asset continue to be highly valued by central banks. Its performance in times of crisis, ability to act as a store of value, and its role as an effective diversifier, continue to be cited as key reasons for an allocation to gold. All the more vital as ongoing uncertainty looks like a certainty. See our Outlook section for more information.

Technology

Demand falls as tariff uncertainties extend into Q2

- Demand for gold in technology fell 2% y/y to 79t in Q2
- The electronics sector, the largest industrial user of gold, registered a 2% y/y fall to 66t
- Other industrial and dental demand also receded, with falls of 3% y/y to 11t, and 9% y/y to 2t, respectively.

Tonnes	Q1'24	Q1'25	Y/y % change
Technology	80.2	78.6	-2 ▼
Electronics	66.8	65.7	-2 ▼
Other Industrial	11.1	10.8	-3 ▼
Dentistry	2.3	2.1	-9 ▼

While demand for gold used in AI applications and devices remained strong, overall demand fell slightly in Q2 to 79t (-2% y/y). The 90-day pause in US tariffs announced in April was recently extended to 1 August,[14] creating ongoing uncertainty in the electronics industry. Many East Asian manufacturers continued to frontload orders ahead of potential tariffs and, in parallel, made significant changes to their supply chain strategies. Challenges remain in the form of export restrictions to China, with companies such as Samsung reporting significantly weakened operating profits during the quarter as a result.[15]

As we noted last quarter, in such an environment it is difficult to be confident in forward-looking expectations and demand data may be more susceptible to future revision.

Electronics

Gold used in electronics fell in Q2 by 2% y/y. The sector landscape is challenging as tariff and export restrictions generate considerable uncertainty and elevated gold prices pressure manufacturers. But demand for AI-related components has remained strong and consumer electronics shipments saw a rebound following the latest tariff pause. Trade headaches look set to continue in H2'25, likely hampering consumer electronic sales. IDC, a major data provider, has recently cut its 2025 smartphone shipment forecast, citing "tariff-driven economic uncertainty and a pullback in consumer spending".[16]

AI-related applications supported growth in memory chips and semiconductor demand during Q2. A continued surge in demand for both regular and AI servers resulted in strong memory chip orders. PC manufacturers rushed to fulfil orders and accelerate supply – particularly into the US – further boosting demand. Looking forward, widespread adoption of AI PCs and integration of various AI large models into end products should generate higher demand for memory in 2005, but the predicted slowdown in smartphone shipments may limit growth in the mobile storage sector.

The Printed Circuit Board (PCB) sector also saw growth. This was driven by ongoing upgrades of AI servers, which increases demand for high-end chips, alongside strong shipments of consumer electronics and low earth orbit (LEO) satellite-related applications. But the remainder of the year looks uncertain given the tariff situation

Gold used in Light Emitting Diodes (LEDs) fell during Q2. This was largely due to reduced orders for backlight panels – the main source of demand in this sector. Chinese panel manufacturers have limited production to mitigate a further decline in panel prices in response to potential tariff issues and cautious forecasts from TV manufacturers. Other areas of demand, such as sensors used in consumer electronics and advanced automation systems, as well as more niche applications including UV curing and medical lighting, all remain strong.[17] Nevertheless, gold volumes in these areas are currently insufficient to offset the slowdown in shipments of high-volume mainstream products.

The wireless sector recorded a decline in demand in Q2. In response to tariff concerns, component manufacturers reportedly implemented a conservative production strategy, reducing the output of key products like mobile phone power amplifiers (PAs) and WiFi PAs, resulting in a notable decrease in gold usage. Despite this, we maintain our view that demand in this sector has a number of positive longer-term drivers, including the ongoing expansion of data centres and the deepening integration of AI applications in devices. Additionally, 3D-sensing applications are likely to expand into a broader range of consumer electronics, one example being AI glasses, which require imaging, ranging and focusing functionality.

At the aggregate level, two of the four major electronics fabrication hubs around the world recorded y/y increases in gold demand during Q2; South Korea – 7t (2%) and Mainland China and Hong Kong SAR – 20t (2%), while the US fell to 15t (-10%) and Japan fell to 19t (-1%).

14. Accurate at time of writing.
15. Euronews.com | Samsung expects profits to halve as tariffs and export curbs bite | 8 July 2025.
16. Reuters.com | IDC cuts global smartphone shipments forecast on tariff volatility | 29 May 2025.
17. UV curing is a photochemical process where ultraviolet (UV) light is used to rapidly harden or dry inks, coatings, adhesives, and other materials.

Other Industrial & dentistry

Other industrial and decorative use of gold (primarily plating and gold thread used in traditional Indian clothing) fell 3% y/y to 11t in Q2. China's fragile economic climate has undermined demand in the luxury and plating industries. Demand in India was contrastingly healthy as the high gold price supported demand for gold-plated silver jewellery.

Meanwhile, dentistry saw a 9% y/y drop in gold usage to 2t due to continued substitution to ceramic alternatives.

Supply

Total supply hit a new second quarter record

- Total gold supply in Q2 increased 3% y/y to a new second quarter record, with mine production and recycling contributing
- Mine production (+1% y/y) and gold recycling volumes (+4% y/y) both increased in Q2'25
- Aggregate producer hedging fell by 7t in Q2 the sixth consecutive quarter of dehedging.

Tonnes	Q2'24	Q2'25	Y/y % change	
Total supply	**1,210.0**	**1,248.8**	**3**	▲
Mine production	896.2	908.6	1	▲
Net producer hedging	-20.4	-7.1	-	-
Recycled gold	334.2	347.2	4	▲

Total gold supply increased by 3% y/y to 1,249t in the second quarter. This was driven by an all-time high Q2 mine production of 909t and 347t of recycling – the highest level seen in any second quarter since 2011. Preliminary estimates suggest that the aggregate producer hedgebook fell by 7t in Q2'25, although this number will likely change once mining companies release their quarterly reports.

H1'25 mine production of 1,742t was almost unchanged compared to the 1,744t seen in H1'24 and 1% lower than the record set in 2018.[18]

Mine production

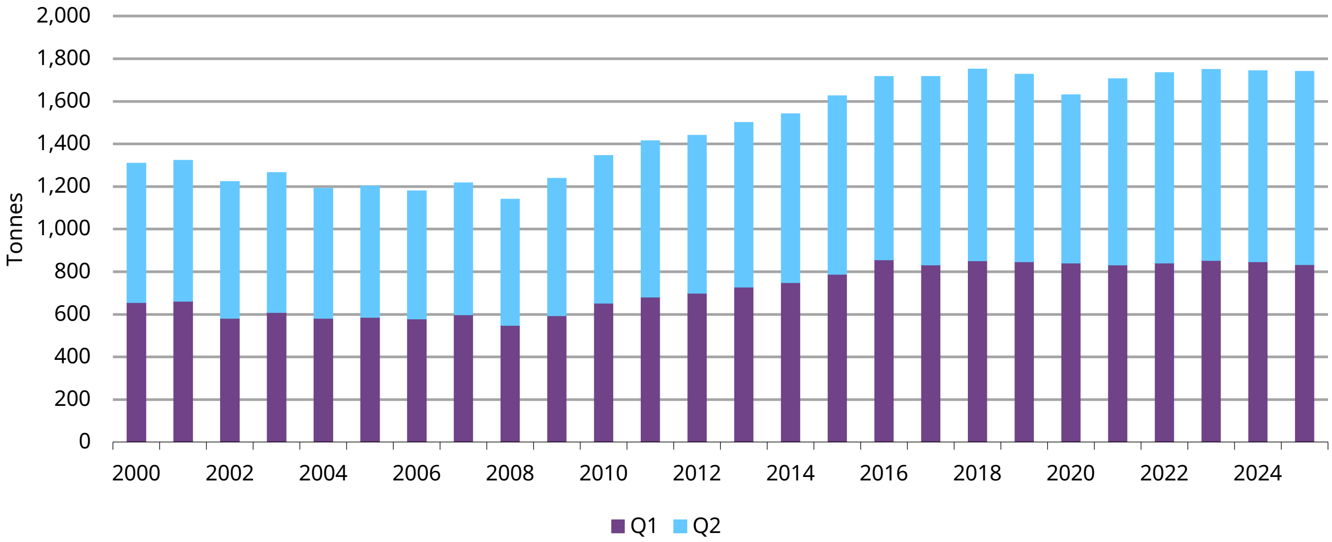
Mine production of 909t in Q2 was 1% above the previous second quarter record of 900t, which was set in 2018. On a q/q basis production increased by 9%, due primarily to seasonal base effects.

Notable Q1 production increases – based on data available at the time of publication – were from the following countries:

- **Brazil** (+13% y/y) driven by the continued ramp-up of G Mining's Tocantinzinho project, which reached commercial production at the end of 2024 and continues to improve output
- **Ghana** (+13% y/y) due to the ongoing ramp-up of Shandong Gold's Namdini operation and increased supply from Asanta Gold's Bibiani mine, together with sharply higher ASGM supply
- **Uzbekistan** (+8% y/y) where production at Navoi Mining's Muruntau mine continues to grow as it expands operations
- **Canada** (+6% y/y) due to higher output from existing operations such as Detour Lake supplemented by the commissioning of new supply at Blackwater and Premier & Red Mountain and continued ramp-up of operations at Greenstone.

Chart 9: Global mine production up 1% y/y on broad-based growth across regions

H1 mine production by year, tonnes*



*Data to 30 June 2025.
Source: Metals Focus, Refinitiv GFMS, World Gold Council

18. A marginal downward revision to 2024 mine production indicates that it did not hit an annual record in 2024; 2018 remains the highest year for annual mine production.

In contrast, operations in some countries were hit by a mix of mining and geological factors, resulting in the following Q2 production declines:

- **Indonesia** (-21% y/y) as Batu Hijau mines more waste in the early stages of phase 8 of mining operations
- **Mali** (-19% y/y) where Barrick's Loulo-Gounkoto operation has been temporarily suspended due to the ongoing dispute with the Malian government. While recent reports suggest the enlisted state mining company has resumed operations, the short-term outlook for the mine remains uncertain
- **Mexico** (-8% y/y) as production was suspended indefinitely at the Los Filos mine after expiry of a land access agreement, as well as lower output from Pan American Silver's Dolores operation as the mine transitions to residual leaching
- **Burkina Faso** (-4% y/y) due to lower production from a number of operations, including Endeavour Mining's Houndé operation, which is transitioning from a softer oxide ore to fresh ore, resulting in lower mill throughput and grade.

Full year 2025 may see a new record high in gold production, eclipsing the previous high set in 2018. But the uncertainty regarding the suspension of production at Barrick's Loulo-Gounkoto mine makes predictions more difficult than usual.

In Q1'25[19] average all-in sustaining costs (AISC) for the gold mining industry reached a record high of US$1,536/oz (+11% y/y). This was a 6% q/q increase, partly due to normal seasonally weak first quarter mine production. Other factors driving AISC increases include higher sustaining capital expenditure, production challenges at some operations, and larger royalty payments due to the higher gold price.

Net producer hedging

The aggregate mining industry hedgebook declined by about 7t in the second quarter, matching the Q1 decline. Best estimate suggest that the outstanding aggregate hedged position for the gold mining industry stands at about 178t and the contraction seen in Q2'25 represents the sixth successive quarter of de-hedging. Although some new debt-related gold hedges were reported during Q2, the overwhelming preference for mining companies appears to be for full exposure to the spot gold price and, where hedges are in place, these are typically being delivered into and not fully replaced.

Recycled gold

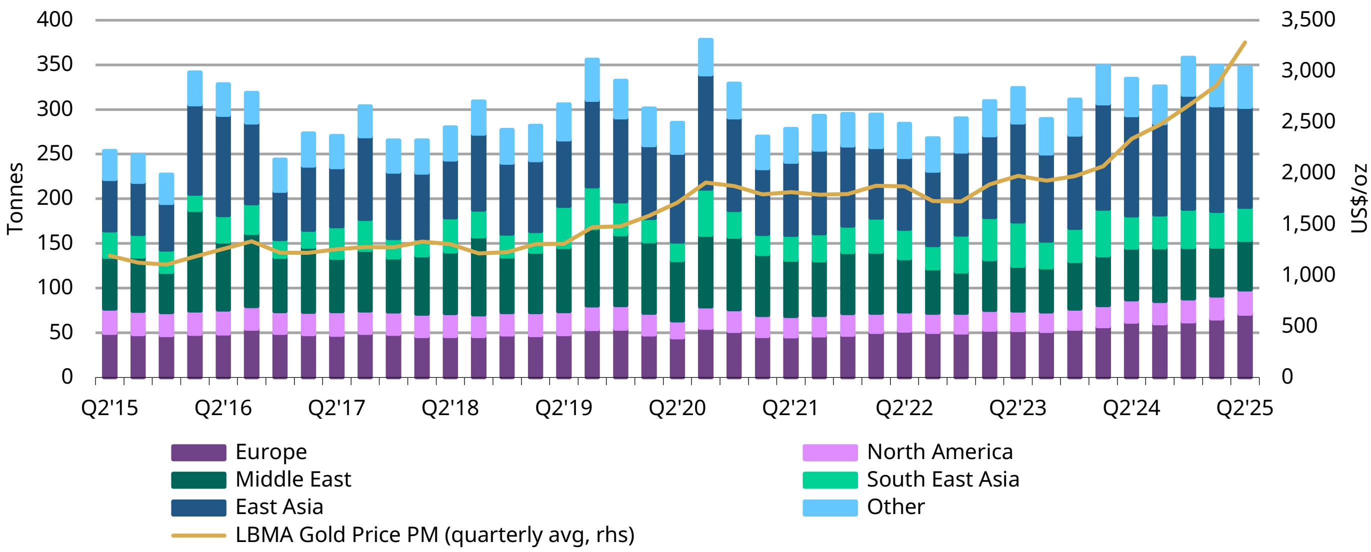
Gold recycling in Q2 increased by 4% y/y but barely changed q/q. A strong price performance, which saw the quarterly average US dollar gold price up 40% y/y and 15% q/q, appears to have been behind the slightly stronger showing from this category, although we consider the recycled supply response to be slower than we would have expected considering the magnitude of the price moves.

Various trends were noted across regions and countries:

- Recycling supply in **India** remains low considering gold's price rise. Exchange of old gold jewellery for new remained high and increases in loans against gold jewellery limited sales, the latter trend indicating that consumers preferred to retain their holdings rather than sell. Indeed, our analysis suggests that over the first five

Chart 10: Recycling supply remains relatively unreactive to gold price strength

Quarterly gold recycling volumes, tonnes, and the gold price, US$/oz*



*Data to 30 June 2025
Source: ICE Benchmark Administration, Metals Focus, World Gold Council

19. Based on the latest data available.

months of the year, individuals in India pledged between 90-120t of gold as collateral against consumption loans. This would therefore potentially have withdrawn a significant volume of gold from the system that may otherwise have contributed to recycling supply.

- **China**, the largest source of recycled supply, saw essentially flat recycled supply during Q2, a pause in the longer-term upward trend.
- Elsewhere in Asia, recycled supply was down sharply in **Thailand** following very strong supply in the first half of 2024
- **Europe** was the standout region in Q2 with growth in supply, particularly in **Italy** and **Germany**. European recycling volumes are running at much higher levels than were typical between 2014 and 2023 due to weakening economic prospects and high prices.
- The **US** saw a modest increase in Q2 recycling volumes. According to reports, there is no sign of consumer distress in the country, nor any scrapping of product lines by retailers. Rather, the high gold price appears to be drawing out decent amounts of old jewellery from consumers
- In contrast, Q2 recycling volumes from the **Middle East** softened. In light of the economic and political turmoil in much of the region, holding gold for its safe-haven characteristics appears to be the theme of the moment.

Despite Q2's modest y/y gains in recycling supply, volumes remain lower than we would expect - still some way below the exceptional levels seen in 2011 and 2012, which is quite remarkable considering the gold price increase and larger retail holdings of jewellery compared to previous peaks.

A number of global themes help explain this relative stability:

- Price expectations among gold holders appear to be positive, encouraging them to hold onto their gold as they anticipate further gains
- Many markets saw substantial selling-back last year as gold prices started to move rapidly higher, and this seems to have depleted near-market stocks
- Currently, there is only limited evidence of distress selling
- In countries experiencing economic and political stress, a lack of alternative safe-haven options means that gold is viewed as the last asset to sell, rather than as a ready source of cash.

We discuss our expectations for annual recycling supply in the Outlook section.

World Gold Council

We are a membership organisation that champions the role gold plays as a strategic asset, shaping the future of a responsible and accessible gold supply chain. Our team of experts builds understanding of the use case and possibilities of gold through trusted research, analysis, commentary and insights.

We drive industry progress, shaping policy and setting the standards for a perpetual and sustainable gold market.

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