



# AUSTRALIAN GOLD MARKET UPDATE EPICENTRE OF THE BOOM

**Mr Jordan Eliseo**  
General Manager, ABC Bullion

The Australian gold market experienced one of its strongest years on record last year, with that strength carrying over into 2026.

Record prices for gold and silver bullion dominated financial market headlines in Australia for much of the past year, with gold priced in Australian dollars at one point trading up near AUD \$8,000 per troy ounce. In percentage terms the price rose by more than 50% last year, one of the best calendar year returns in the past six decades.

Silver was an even stronger performer, with the price more than doubling in 2025. It continued to move higher almost daily for much of January, at

one point climbing above AUD \$160 per troy ounce in late January 2026, though both metals have corrected in the past three years.

Given this backdrop of market leading price strength, it was no surprise to see demand surge. This was evident in bar and coin buying, with World Gold Council data showing a 35% year-on-year increase in calendar year 2025, while demand in Q1 2026 was 23% higher than the corresponding demand figure seen in Q1 2025.

With these figures based on demand as measured in tonnes, factoring in the increased price for gold over the past twelve months means the performance of the Australian gold

market is even more impressive. ABC Bullion was very much at the epicentre of this gold and silver boom, with multi-hour queues stretching in both directions outside of our Global Flagship in Martin Place Sydney for months on end, with similar scenes at our nationwide trading locations in Melbourne, Perth and Brisbane.

These queues—which made global headlines—were in many respects just the tip of the iceberg; with the volume of 24/7 digital trading via the ABC Bullion website several times greater than the physical line ups seen outside the showroom.



Australian gold ETFs also saw a surge in demand, with a more than 20% increase in total holdings seen across 2025, and further growth seen in the first four months of this year. There are now more than 50 tonnes of bullion held in these vehicles.

While this modern-day Australian gold rush was very much part of a global price and demand surge, there were some distinctly local factors which have helped support the local boom in gold and silver demand. These factors include:

- Higher interest rates. While hostilities in Iran—and their potential to impact inflation through higher oil and energy costs—have many central banks holding the line as it comes to inflation, the Reserve Bank of Australia (RBA) has been in rate-hike mode, with three consecutive increases seen in February, March

and May 2026 (noting the RBA doesn't meet in April).

- A surge in Australian inflation, which hit 4.6% per annum in the year to end March 2026. That is a near doubling in the pace of inflation in the past 12 months, with annual inflation sitting at just 2.4% in the year to end March 2025.
- The most consequential Federal Budget in decades was delivered in May 2026, with sweeping changes to Australia's capital gains tax system, much of which was telegraphed well in advance.

Looking ahead, the outlook for bullion demand in Australia remains strong. The country has a notably high savings rate—largely as a result of mandated superannuation savings which sees employers pay 12% of employee's

earnings into designated funds which can only be used to invest for retirement.

These funds, which are highly exposed to equity and fixed income markets, have substantial capacity to increase their gold investments. While for self-directed investors managing their own retirement savings, precious metals including gold, silver and platinum are already one of the fastest-growing asset classes.

Given the myriad of risks these investors must protect against, and the unique qualities that precious metals offer, expect to see demand from this segment of the market to continue to increase, while for those (often younger) Australians for whom the local property market feels out of reach, gold remains a simple and accessible way to build wealth in the years ahead.

