

2025 Collectibles Study

Some people like to collect luxury handbags or art. At Jewelers Mutual—we collect data. Dig into our latest findings on collectors and collectibles, and see what consumers can't get enough of.

More is MORE



63%

Spend **1-6 hours** per week on their collection

51%

have been growing their collection for **7+ years**



What's the most popular thing to collect?



1st JEWELRY

2nd WATCHES

3rd COINS

SHINY THINGS > EVERYTHING ELSE

Out of all the things they collect, consumers see their jewelry collections as the most important.

Big Collection, BIG Value



37%

Value their collections at an estimated **\$10,000–\$50,000**



31%

Back up that estimation with **professional appraisals**

Big Bummer



37%

Of collectors experienced the loss of an item, most often **to damage or theft**

From “Sold!” to Secure



68%

Of collectors purchasing from auction houses get **shipping and insurance services**

58%

Of those who insure their collections do so with a dedicated collectibles insurance policy

Peace of Mind, No Matter the Age

Younger generations are learning about insurance through social media, while older generations are learning through their insurance agent.

19-20

year olds



50%

from Social Media

65+

year olds



45%

from Their Agent

100%

of readers can learn more at JewelersMutual.com/2025-collectibles-study