Is the gold price for 22ct gold the same for bars and jewellery?

Gold Prices & Rates · https://www.purejewels.com/faqs/gold-prices-rates/is-the-gold-price-for-22ct-gold-the-same-for-bars-and-jewellery/

No, the **gold price for 22ct gold bars and jewellery is not the same**—though both are based on the same market gold rate, **additional costs and purpose of use** create key differences in pricing.

Here's why:

1. 22ct Gold Bars (Investment Gold)

- **Priced closer to the live gold rate** with minimal markup.
- Sold primarily as an **investment**, so bars are **VAT-exempt** in the UK.
- Cost per gram is more transparent and usually includes only a small premium for minting and packaging.
- Ideal for those wanting to store or resell gold in the future.

2. 22ct Gold Jewellery

Also based on the live 22ct gold rate, but the **final retail price** includes:

- **Craftsmanship (making) charges**
- **Design complexity**
- **Hallmarking**
- **VAT (where applicable)**

Jewellery is considered a **wearable luxury**, not a pure investment vehicle, so additional charges reflect its artistic and functional value.

A Simple Comparison

Aspect	22ct Gold Bar	22ct Gold Jewellery
Purpose	Investment	Adornment/Luxury

Aspect	22ct Gold Bar	22ct Gold Jewellery
Price Basis	Spot gold + small premium	Spot gold + making charges + VAT
VAT	Not applicable (in the UK)	Applicable
Resale Value	High liquidity	May vary (depends on design, condition)

22ct Gold Bar

Purpose: Investment

Price Basis: Spot gold + small premium

VAT: Not applicable (in the UK)

Resale Value: High liquidity

22ct Gold Jewellery

Purpose: Adornment/Luxury

Price Basis: Spot gold + making charges + VAT

VAT: Applicable

Resale Value: May vary (depends on design, condition)