What is the best gold for investment: 22K or 24K?

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Gold Investment Guide: 22K vs 24K – Which is Right for You?

When investing in gold, the choice between **22K** and **24K** depends on your purpose—**pure financial investment** or **wearable wealth**. Here's a refined breakdown to help you make an informed decision.

24K Gold – The Ideal Choice for Pure Investment

24K gold, also known as **999 gold**, is **99.9% pure**, making it the **most valuable** form of gold. It is commonly used in:

- **Gold bars and bullion coins**
- **Royal Mint Britannia coins** (which are **VAT-free** and **Capital Gains Tax-exempt** in the UK)
- **Long-term wealth preservation**

Benefits:

- **Highest purity** available
- **Recognised and tradable worldwide**
- **Excellent for storage or future resale**
- **No making charges**, unlike jewellery

However, it is **too soft** for crafting jewellery and isn't suited for everyday wear.

22K Gold – The Perfect Balance of Beauty & Value

22K gold contains **91.6% pure gold** and is blended with other metals for strength. It's a **favourite in Indian and Middle Eastern cultures**, ideal for:

- **Jewellery with long-term value**
- **Heirlooms and bridal pieces**
- **Dual-purpose investments** (wear today, sell tomorrow)

Benefits:

- **Durable enough** for daily wear
- Holds excellent **resale value**, especially in cultural markets
- Often passed down as family wealth
- Can serve as both **aesthetic and financial asset**

Quick Comparison

Feature	24K Gold	22K Gold
Purity	99.9%	91.6%
Form	Bars, coins	Jewellery
Durability	Very soft	More durable
Resale Value	High, based on weight and purity	High, especially with cultural demand
Tax Benefits (UK)	Yes, on certain coins	No
Wearable	No	Yes

PureJewels Recommendation

- Choose **24K gold** (bars and Britannia coins) for **pure investment and tax efficiency**.
- Choose **22K gold jewellery** if you desire **tangible beauty with investment potential**, especially for gifting, heritage, or bridal needs.