Why are gold bars often chosen for long-term investment?

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Gold bars are widely preferred for long-term investment because they are valued primarily for their gold purity and intrinsic worth rather than jewellery craftsmanship. Unlike fashion-driven jewellery trends, investment gold bars are often purchased as tangible assets intended for wealth preservation and portfolio diversification.

Many investors choose 24ct gold bars because of their high purity levels and internationally recognised bullion value. Gold has historically remained a popular asset during periods of economic uncertainty, which is why physical gold ownership continues to attract long-term buyers.

Gold bars are also easier to store, trade and value based on current bullion market rates, making them a practical option for those looking to invest in physical gold assets.