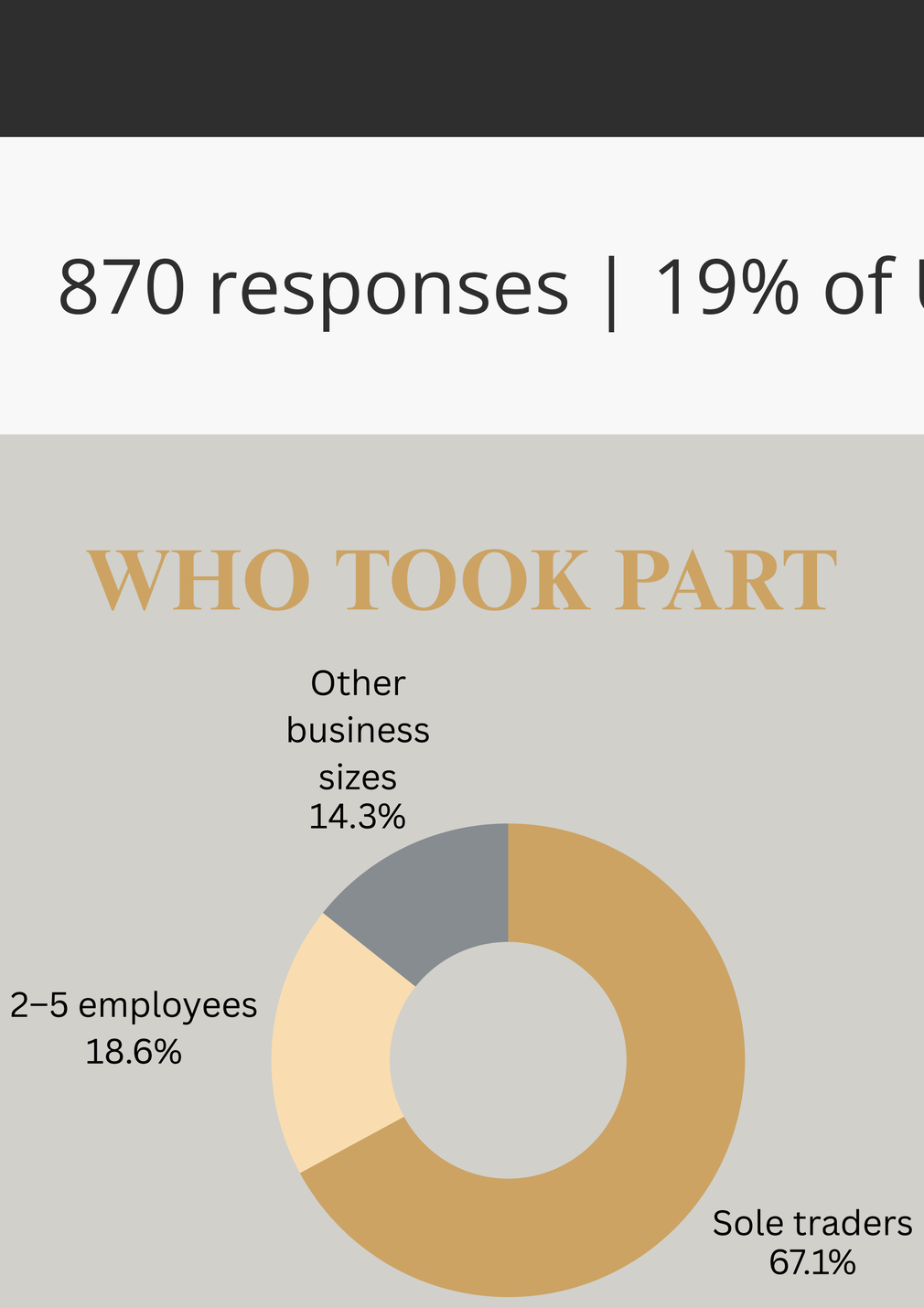
British Hallmarking Council

INDUSTRY CONSULTATION

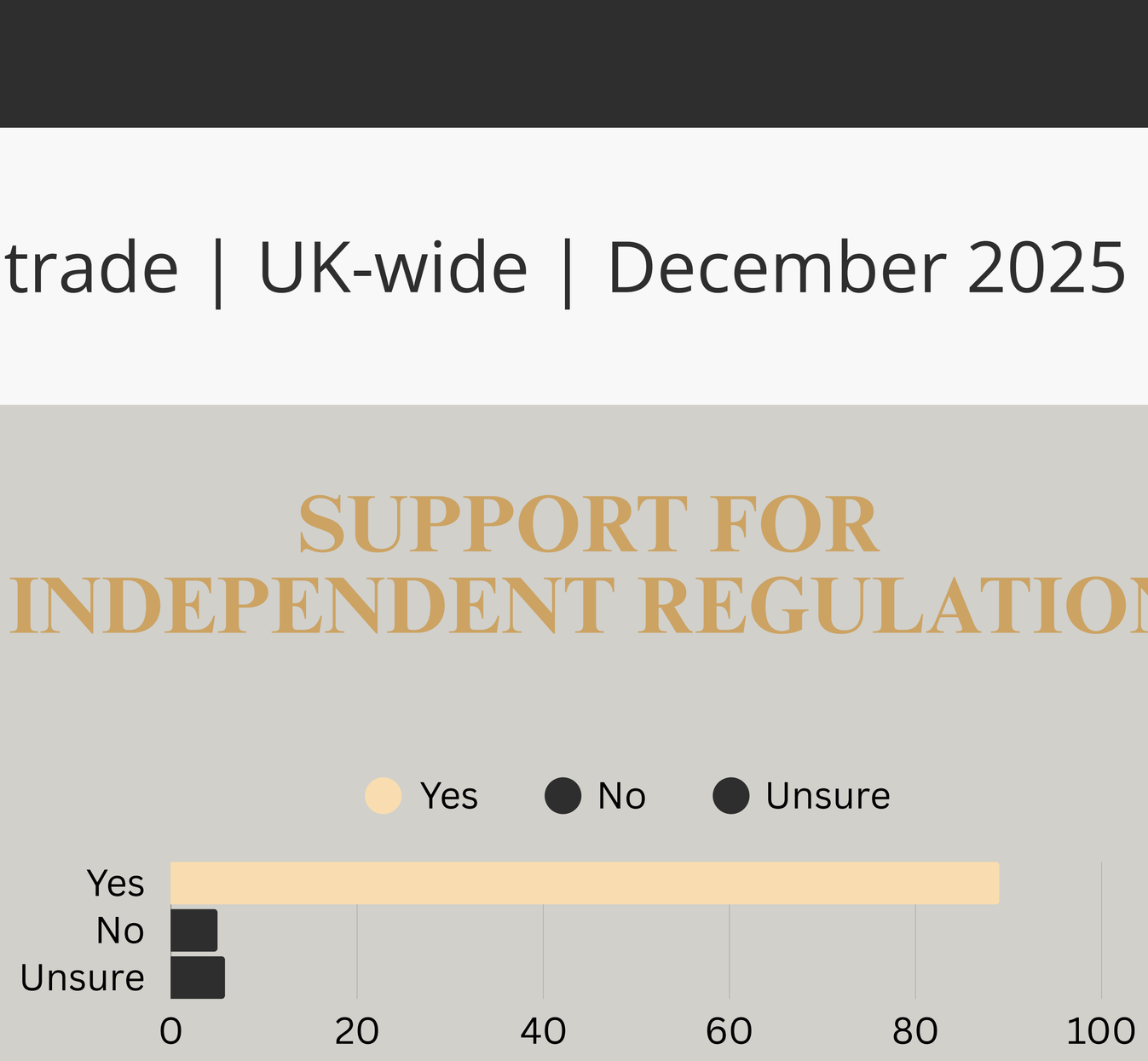
British Hallmarking Council · December 2025

870 responses | 19% of UK trade | UK-wide | December 2025

WHO TOOK PART

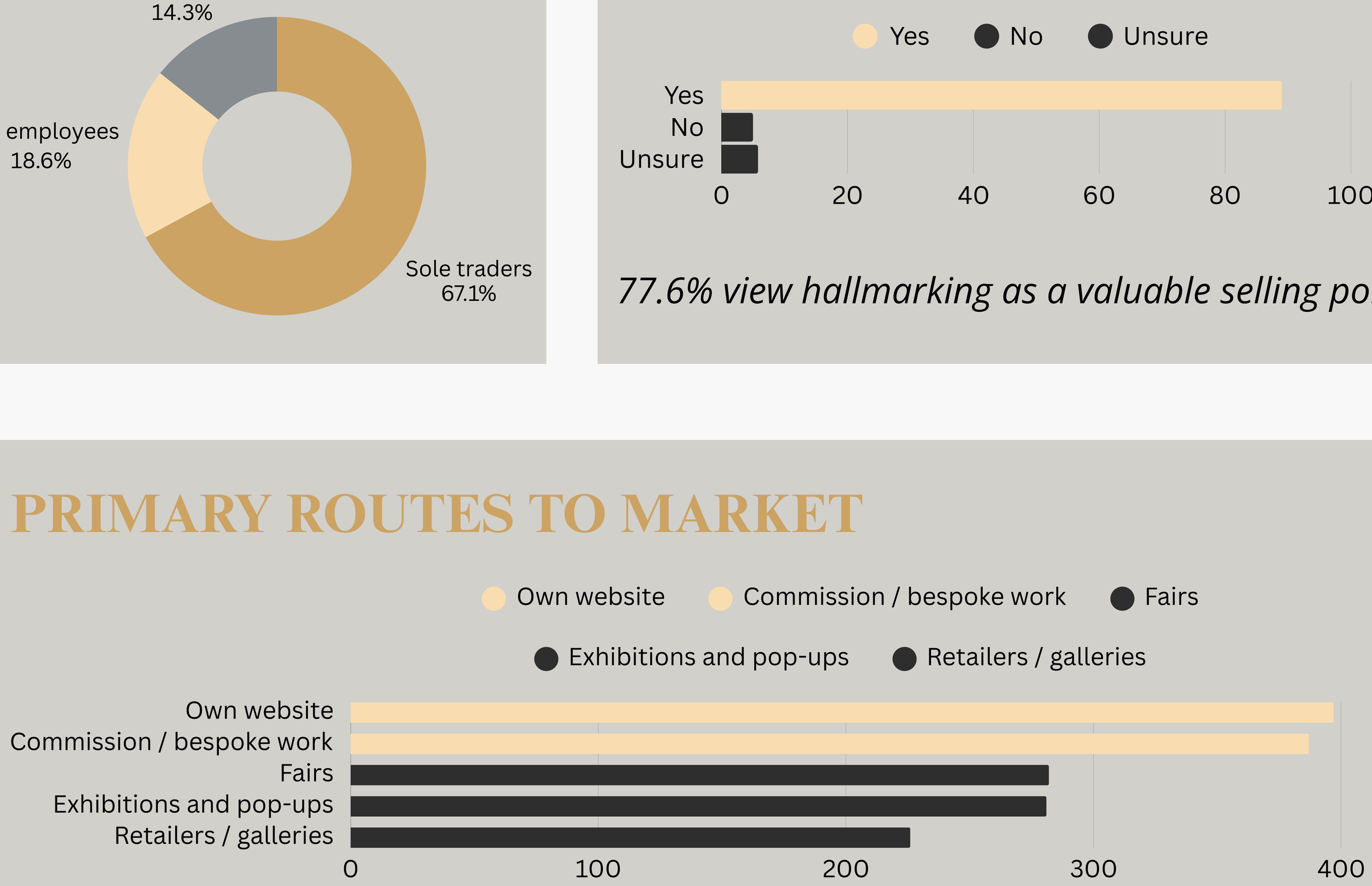


SUPPORT FOR INDEPENDENT REGULATION



77.6% view hallmarking as a valuable selling point

PRIMARY ROUTES TO MARKET



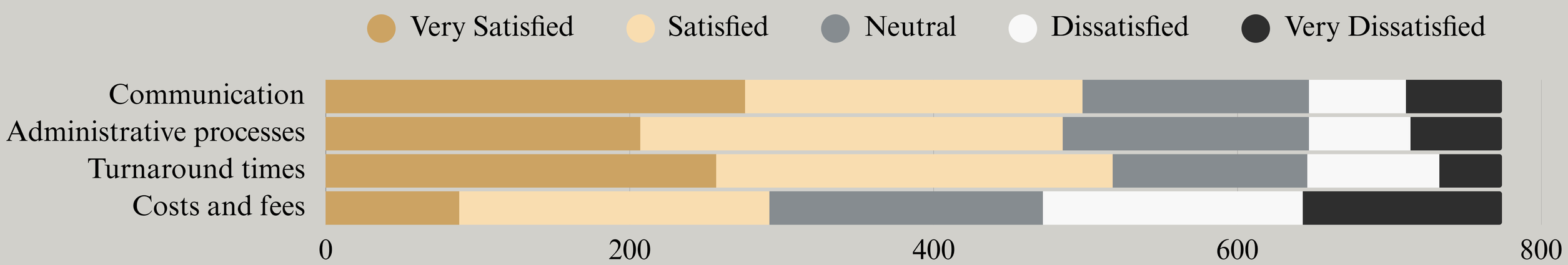
Routes to market reflect widespread use of mixed and direct-to-consumer sales models.

NON-COMPLIANCE ENCOUNTERED ONLINE



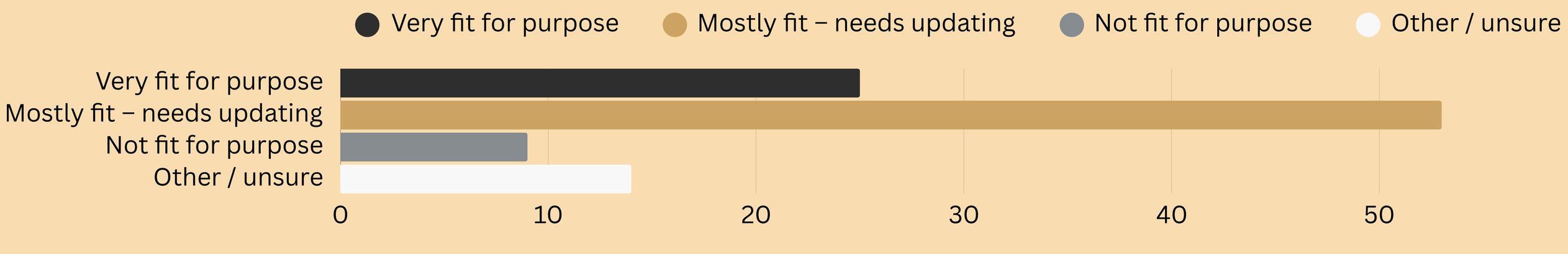
48% of respondents reported encountering non-compliance on online marketplaces, reinforcing the need for clear and enforceable regulation that reflects digital and international trading environments.

EXPERIENCE OF ASSAY OFFICE SERVICES



65.5% positive or very positive overall experience of Assay Offices

IS THE HALLMARKING ACT FIT FOR PURPOSE?



Hallmarking is viewed as essential, trusted and legitimate, particularly in protecting consumers and supporting confidence in online and international markets.

The consultation shows a clear appetite for targeted modernisation - strengthening the system through clarity and proportionality, not deregulation.

British Hallmarking Council