Luxury Watch Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Luxury Goods, Jewelry & Watches (Consumer Goods & Services)
> **Source:** https://www.mordorintelligence.com/industry-reports/luxury-watch-market

> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 84.77 billion
Projected Forecast (2031)	USD 84.77 billion
Growth Rate (CAGR)	6.14 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Luxury Watch industry](images/chart_2.png)

![Luxury Watch Market Size](images/chart_3.png)

![Luxury Watch Market Share by Product Type, 2025](images/chart_4.png)

![Luxury Watch Market Share by Distribution Channel, 2025](images/chart_5.png)

![Luxury Watch Market Growth Rate by Region](images/chart_6.png)

![Luxury Watch Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 84.77 Billion
|

Market Size (2031)
|

USD 114.19 Billion
|

Growth Rate (2026 - 2031)
|

6.14 %
|

Fastest Growing Market
|

South America
|

Largest Market
|

Asia Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

|

Market Overview

Luxury Watch Market Analysis by Mordor Intelligence

The luxury watch market size was valued at USD 79.87 billion in 2025 and estimated to grow from USD 84.77 billion in 2026 to reach USD 114.19 billion by 2031, at a CAGR of 6.14% during the forecast period (2026-2031). The increasing influe nce of social media has significantly expanded the customer base, particularly among millennials and Gen Z consumers, who view mechanical watches not only as luxury items but also as valuable assets. Advancements in materials, such as Panerai’s Ecotitanium and Audemars Piguet’s forged carbon, are enabling brands to achieve sustainability goals while maintaining the premium look and feel of their products. While traditional offline boutiques continue to account for the majority of sales, online platforms offering authenticated products are experiencing the fastest growth. Initiatives like Richemont’s Watchfinder platform and Rolex’s Certified Pre-Owned program are driving this trend by providing consumers with trusted options for purchasing luxury watches online. The market remains moderately consolidated, with key players focusing on innovation and expanding their reach to meet the evolving needs of consumers.

Key Report Takeaways

* By product type, quartz/mechanical watches held 63.58% of the luxury watch market share in 2025, while digital models are forecast to post a 6.45% CAGR through 2031.

* By end user, men generated 51.67% of 2025 revenue; women’s lines are projected to expand at a 6.72% CAGR to 2031.

* By distribution channel, offline stores contributed 66.84% of 2025 sales, yet online avenues are expected to register a 7.34% CAGR between 2026 and 2031.

* By geography, Asia-Pacific accounted for 41.58% of the luxury watch market share in 2025, whereas South America is projected to post a 7.85% CAGR through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Luxury Watch Market*

Driver
|

(~)
% Impact on CAGR Forecast
|

Geographic
Relevance
|

Impact
Timeline
|

Strong
demand for luxury accessories from millennial consumers

|

+1.2%

|

Global,
with concentration in North America, Europe, and Asia-Pacific urban centers

|

Medium
term (2-4 years)

|

Influence
of social media and celebrity endorsement

|

+0.9%

|

Global,
particularly North America and Asia-Pacific where digital engagement is highest

|

Short
term (≤ 2 years)

|

Increasing
demand for collectible and investment-grade pieces

|

+1.5%

|

Global,
with early gains in North America, Europe, and select Asia-Pacific markets

|

Long
term (≥ 4 years)

|

Product
innovation in terms of raw material and design

|

+0.8%

|

Global,
led by Switzerland, with adoption in Europe and Asia-Pacific

|

Medium
term (2-4 years)

|

Rising
consumer awareness about watch craftsmanship and heritage

|

+0.7%

|

Global,
with stronger resonance in Europe and Asia-Pacific

|

Long
term (≥ 4 years)

|

Growing
interest in vintage and pre-owned luxury watches

|

+1.3%

|

Global,
with North America and Europe leading, spillover to Asia-Pacific

|

Medium
term (2-4 years)

|

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

The luxury watch market is moderately consolidated, primarily dominated by a few major companies, including LVMH Moët Hennessy Louis Vuitton SE, Compagnie Financière Richemont S.A., The Swatch Group Ltd., and Audemars Piguet Holding SA. These companies dominate the industry due to their extensive operations in manufacturing, branding, and retail. Their extensive product range, which spans from entry-level luxury to ultra-premium watches, enables them to cater to a broad spectrum of customers. This dominance gives them significant control over pricing and distribution, making them influential players in the market. Their strong presence is particularly noticeable in key luxury markets worldwide, where demand remains high.

Competition in the luxury watch market is shaped by how these leading companies manage their brands and respond to changing consumer preferences across regions. They frequently update their product lines, marketing strategies, and retail networks to stay aligned with market trends. Some brands focus on creating high-complication and sports watches, while others emphasize designs inspired by fashion or heritage. These companies are streamlining their operations by discontinuing underperforming brands and investing more in their top-performing ones. This approach helps them maintain their competitive edge and lead the market in innovation and trendsetting.

Smaller independent and niche watchmakers also play a significant role by addressing specific customer needs and focusing on high-margin segments. These brands often produce limited-edition watches, sell directly to consumers, and build strong online communities to foster exclusivity. Programs like certified pre-owned platforms and blockchain-based authentication are helping both large and small brands regain control over resale markets and reduce counterfeiting. Furthermore, emerging areas such as women’s mechanical watches, sustainable materials, and hybrid analog-digital designs provide opportunities for smaller players to compete effectively against the larger companies and carve out their own space in the market.

Luxury Watch Industry Leaders

*

Rolex SA

*

Compagnie Financière Richemont S.A.

*

The Swatch Group Ltd

*

LVMH Moët Hennessy Louis Vuitton SE

*

Audemars Piguet Holding SA

*

*Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

Our study defines the luxury watch market as new, factory-manufactured wristwatches priced and positioned for conspicuous consumption, built with premium materials such as precious metals or high-grade steel, and powered by mechanical or quartz movements engineered for long-term precision. Luxury smartwatches that retail above typical mass-market price bands are included.

Wearables and fashion watches priced under USD 1,000 are outside the scope.

Segmentation Container

* By Product Type

* Quartz/Mechanical Watch

* Digital Watch

*
By End User

*
Men

*
Women

*
Unisex

*
By Distribution Channel

*
Offline Stores

*
Online Stores

*

By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
South America

*
Brazil

*
Colombia

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Chile

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Peru

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Argentina

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Rest of South America

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Europe

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United Kingdom

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Germany

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France

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Italy

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Spain

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Poland

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Belgium

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Sweden

*
Rest of Europe

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Asia-Pacific

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China

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Japan

*
India

*
Australia

*
Indonesia

*
South Korea

* Thailand
* Singapore
* Rest of Asia-Pacific

* Middle East and Africa
* South Africa
* Saudi Arabia
* United Arab Emirates

* Nigeria
* Egypt
* Morocco
* Turkey
* Rest of Middle East and Africa

Frequently Asked Questions

What is the current value of the luxury watch market?

The luxury watch market size is USD 84.77 billion in 2026.

How fast is the sector expected to grow?

Revenue is projected to reach USD 114.19 billion by 2031, implying a 6.14% CAGR.

Which product segment is expanding quickest?

Digital and hybrid watches are forecast to post a 6.45% CAGR through 2031.

Which region is projected to grow fastest?

South America, spearheaded by Brazil and Colombia, is expected to advance at a 7.85% CAGR to 2031.