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/watch-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 132.22 billion
Projected Forecast (2031)	USD 132.22 billion
Growth Rate (CAGR)	6.73 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

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

![Watch Market Share by End User, 2025](images/chart_5.png)

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

![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 132.22 Billion
|

Market Size (2031)
|

USD 183.09 Billion
|

Growth Rate (2026 - 2031)
|

6.73 %
|

Fastest Growing Market
|

South America
|

Largest Market
|

Asia Pacific

|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Watch Market Analysis by Mordor Intelligence

The global watch market size is expected to grow from USD 125.35 billion in 2025 to USD 132.22 billion in 2026 and is forecast to reach USD 183.09 billion by 2031 at a 6.73% CAGR over 2026-2031. Several factors, including the continued demand for traditional craftsmanship, the increasing popularity of smart features in watches, and a growing preference for gender-neutral designs, drive this growt

h. Luxury brands are combining their expertise in traditional watchmaking with discreet digital technology to maintain their brand image while meeting the needs of tech-savvy consumers. The Asia-Pacific region is leading the growth due to the rising disposable income of the middle class, while South America, though starting from a smaller base, is showing signs of faster development. Specialty stores continue to attract customers by offering personalized services, while e-commerce platforms are gaining popularity due to improved authentication processes and better after-sales support. The global watch market has a moderate consolidation, which leaves room for emerging brands to compete. Major players like Swatch Group, Richemont, and LVMH dominate the market with their diverse product portfolios, which range from affordable fashion watches to high-end luxury timepieces.

Key Report Takeaways

* By product type, quartz and mechanical lines held 67.89% of the watch market share in 2025; digital watches are on track for the fastest 2026-2031 CAGR at 7.15%.

* By category, the mass-tier segment accounted for 69.91% of 2025 sales, and the premium segment is projected to expand at a 6.73% CAGR to 2031.

* By end user, men’s models remained the largest slice at 40.58% in 2025, while unisex pieces are projected to grow at a 7.38% CAGR through 2031.

* By distribution channel, specialty stores retained 55.64% of 2025 revenue, yet online retail is forecast to rise at an 8.66% CAGR over the outlook period.

* By geography, Asia-Pacific led with 39.20% of sales in 2025, whereas South America is expected to register the quickest regional CAGR of 7.45% through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Table of Watch Market*

DRIVER
|

(~)
% IMPACT ON CAGR FORECAST
|

GEOGRAPHIC
RELEVANCE
|

IMPACT
TIMELINE
|

Rising demand
for smartwatches with health features

|

+1.2%

|

Global,
with Asia-Pacific and North America leading adoption

|

Medium
term (2-4 years)

|

Technological
advancements and innovation

|

+0.9%

|

Global,
concentrated in developed markets

|

Long
term (≥ 4 years)

|

Increasing
demand for luxury watches

|

+0.8%

|

North
America, Europe, Asia-Pacific high-income segments

|

Medium
term (2-4 years)

|

Brand heritage
and craftsmanship

|

+0.7%

|

Europe,
North America, select Asia-Pacific markets

|

Long
term (≥ 4 years)

|

Growing
demand for sports watches from fitness conscious consumers

|

+0.6%

|

Global,
with stronger penetration in developed markets

|

Short

term (≤ 2 years)

|

Growing
social media influence and celebrity endorsements

|

+0.4%

|

Global,
particularly strong in emerging markets

|

Short
term (≤ 2 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The global watch market shows moderate consolidation, leaving space for emerging challenger brands to grow. Dominant players like Swatch Group, Richemont, and LVMH maintain their leadership through diverse portfolios that cater to a wide range of consumers, from entry-level fashion watches to high-end luxury timepieces. Their control over in-house component manufacturing and ownership of multi-brand retail chains gives them a competitive edge. These companies also benefit from economies of scale, ensuring access to premium materials and securing prime retail locations, which further solidifies their market position.

Independent luxury watchmakers continue to thrive by focusing on authenticity, craftsmanship, and limited production runs, appealing to collectors and enthusiasts who value exclusivity. However, these smaller brands face challenges in gaining visibility as larger conglomerates dominate mainstream distribution channels. To counter this, many independents are leveraging digital platforms and storytelling to connect directly with their audience. The rise of online marketplaces and influencer-driven storefronts has provided these brands with alternative avenues to reach consumers, proving that compelling narratives can still compete with the resources of industry giants.

Technology companies are intensifying competition by incorporating advanced features like sensors, proprietary operating systems, and cloud connectivity into smartwatches. In response, traditional watchmakers are introducing hybrid models that combine mechanical craftsmanship with digital functionality or forming partnerships to integrate software capabilities. Sustainability initiatives, such as circular-economy trade-ins and localized production, are becoming key differentiators. These efforts not only address consumer demand for eco-friendly practices but also offer newer entrants opportunities to carve out a niche in the evolving watch market.

Watch Industry Leaders

*

The Swatch Group

*

Fossil Group Inc.

*

LVMH (Louis Vuitton Moët Hennessy)

*

Compagnie Financière Richemont S.A

*

Rolex SA

*

*Disclaimer: Major Players sorted in no particular order

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Scope Methodology P Space

For this methodology, the watch market is defined as the value of portable timepieces sold to end users through offline and online channels, measured in revenue terms at the global level.

Scope exclusions: We exclude adjacent wearable devices that are not primarily sold as timekeeping watches (for example, fitness bands that do not function as watches).

Segmentation Container

* By Product Type

  * Quartz/Mechanical

  * Digital Watch

  * Smart Watches

*
Other Digital Types

*
By Category

*
Mass

*
Premium

*
By End User

*
Men

*
Women

*
Unisex

*
By Distribution Channel

*
Supermarkets/Hypermarkets

*
Specialty Stores

*
Online Retail Stores

*
Other Distribution Channels

*
By Geography

*
North America

*
United States

*
Canada

*
Mexico

*
Rest of North America

*
Europe

*
Germany

*
United Kingdom

*
Italy

*
France

*
Spain

*
Netherlands

*
Poland

*
Belgium

*
Sweden

*
Rest of Europe

*
Asia-Pacific

*
China

*
India

*
Japan

*
Australia

*
Indonesia

*
South Korea

*
Thailand

*
Singapore

*
Rest of Asia-Pacific

*
South America

*
Brazil

*
Argentina

*
Colombia

*
Chile

*
Peru

*
Rest of South America

*
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 size of the global watch market?

The watch market is valued at USD 132.22 billion in 2026 and is forecast to grow to USD 183.09 billion by 2031.

Which region leads watch sales today?

Asia-Pacific accounts for 39.20% of global revenue, making it the largest regional contributor.

How fast are premium watches growing compared with mass-market models?

Premium lines are projected to expand at a 6.73% CAGR through 2031.

Why is counterfeiting a serious issue for watch brands?

High-quality replicas erode consumer trust, divert revenue, and force legitimate brands to spend heavily on authentication and enforcement programs.

What factors are driving digital watch adoption?

Always-on health monitoring, software updates, and mobile payment integration are key drivers behind the 7.15% CAGR expected for digital watches.