

Global Pre-owned Luxury Watches Market Size Study and Forecast by Type (Automatic, Manual), by Price Tier (Entry Luxury, Mid Luxury, High Luxury, Ultra Luxury & Collectible), by Distribution Channel (Online Marketplaces, Luxury Boutiques & Physical Retail Stores, Authorised Dealers & CPO, Auction & Collector Trading, Others), and Regional Forecasts 2026–2036

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Abstracts

The Global Pre-owned Luxury Watches Market, valued at USD 32.40 billion in 2025, is anticipated to reach USD 126.61 billion by 2036, expanding at a 13.5% CAGR during the forecast period.

The pre-owned luxury watches market includes resale, certified pre-owned (CPO), auction and collector trading of luxury watch brands around the world. The market is divided between automatic and manual mechanical watches in different price ranges from entry level luxury to rare collectible editions. The growing acceptance of authenticated pre-owned luxury goods by consumers, increasing investment interest in collectible watches, growing digital resale platforms and awareness of sustainable luxury consumption are driving the growth of the global market. Certified authentication services, transparent pricing structures, blockchain-based provenance verification, and professional refurbishment programs have significantly boosted the consumer trust in second-hand luxury watch transactions. “Alternative luxury assets and collectible investments remain attractive for wealth consumers seeking portfolio diversification beyond traditional financial instruments,” World Gold Council (2024) The scarcity of limited edition luxury watches and long waiting times for new models also continue to drive demand in the secondary market.

Global Pre-owned Luxury Watches Market: Key Highlights

The Global Pre-owned Luxury Watches Market was valued at USD 32.40 billion in 2025 and is projected to reach USD 126.61 billion by 2036, growing at a CAGR of 13.5% over the forecast period.

North America dominates the market owing to the strong community of collectors, high disposable income, well-established luxury resale platforms and increasing acceptance of certified pre-owned luxury watches.

Asia Pacific is anticipated to see the quickest growth owing to rising affluent population, growing luxury consumption, rising demand for investment and rapid adoption of digital marketplaces.

Automatic Watches have the biggest market share due to their better craftsmanship, strong collector preference and higher resale values.

Ultra Luxury & Collectible watches expected to experience the fastest growth, as increasing use of rare timepieces as alternative investment assets.

Online Marketplaces are the most popular mode of distribution due to rising consumer trust in authenticated digital resale platforms, transparent pricing and access to global inventory.

Luxury retailers and authorized dealers are rolling out certified pre-owned programs that continue to bolster consumer confidence and market transparency.

Artificial intelligence, blockchain authentication, digital provenance records and professional watch certification services are helping tilt the competitive dynamics in the secondary luxury watch ecosystem.

Research Scope & Methodology

This report covers the Global Pre-owned Luxury Watches Market based on Product Category, Price Tier, Distribution Channel, Authentication Technology, Consumer Buying Behavior, Competitive Development, and Regional Demand Trends from 2025 to 2036. The research covers automatic and manual luxury watches within the entry luxury, mid luxury, high luxury and ultra-luxury collectible segments, sold through online

marketplaces, physical boutiques, authorized certified pre-owned (CPO) dealers, auctions and collector trading platforms.

The methodology involves primary interviews with retailers of luxury watches, certified pre-owned dealers, auction houses, online marketplace operators, collectors, authentication specialists, and industry executives. Secondary research includes authenticated publications published by international luxury associations, trade organizations, financial institutions, government agencies, and consumer market research organizations after 2022. Market estimation is based on luxury goods sales, secondary market transaction volumes, collector demand, online marketplace activity, auction performance, adoption of authentication services and macroeconomic indicators. Forecast models incorporate demographic trends, disposable income growth, digital commerce growth, investment appetite for collectibles, sustainability trends, and regional luxury consumption patterns. Strong market forecasting accuracy is ensured through data triangulation with retailers, online platforms, auction houses and certified dealers.

Key Market Segments

By Type:

Automatic

Manual

By Price Tier:

Entry Luxury

Mid Luxury

High Luxury

Ultra Luxury & Collectible

By Distribution Channel:

Online Marketplaces

Luxury Boutiques & Physical Retail Stores

Authorised Dealers & CPO

Auction & Collector Trading

Others

Key Market Players

Chrono24

The 1916 Company

eBay Inc.

Bob's Watches

Bezel, Inc.

Watchfinder & Co.

TrueFacet, LLC

The RealReal, Inc.

The Watch Club

Watches of Switzerland

Industry Trends

The certified pre-owned luxury watch programs are gaining traction as consumers are looking for authenticated products with verified provenance and warranty support.

Digital marketplaces are transforming the luxury watch resale ecosystem by offering increased pricing transparency, access to global inventory,

authentication services, and secure online transactions.

Luxury watches are increasingly being considered as alternative investment assets, particularly limited-edition, discontinued and historically significant collectible models.

Artificial intelligence and blockchain technology are being used to authenticate, value and verify ownership to reduce fraud and increase buyer confidence.

Digital platforms are also giving younger, affluent consumers an entry point into luxury watches at the entry level, bringing more and more of them into the luxury resale market.

Sustainability trends continue to drive consumers to buy pre-owned luxury goods, supporting circular economy initiatives and extending product lifecycles.

The ultra luxury, rare mechanical watch market with provenance and history continues to be a strong sector for auction houses and specialist collectors.

Social media platforms, luxury influencers and online collector communities are continuing to raise awareness of investment grade luxury watches and market pricing dynamics.

For top pre-owned luxury watch retailers, professional refurbishment, service and certification programs are a key competitive differentiator.

The expansion of international logistics networks and cross-border e-commerce channels also makes authenticated luxury watches available to more consumers worldwide.

Market Determinants

Rising Investment Demand for Collectible Luxury Watches: Luxury watches are increasingly recognized as alternative investment assets alongside fine art, classic automobiles, and precious metals. Limited production models, discontinued references, and historically significant timepieces have demonstrated strong long-term value appreciation, attracting investors and collectors worldwide. According to the World Gold Council (2024), affluent

investors continue diversifying portfolios through tangible luxury assets that offer long-term value preservation. This growing investment appeal is significantly boosting demand in the global pre-owned luxury watches market.

Growing Acceptance of Certified Pre-Owned Luxury Goods: Consumer confidence in the secondary luxury market has increased substantially due to the expansion of certified pre-owned (CPO) programs, professional authentication services, and transparent product grading systems. Leading retailers and luxury watch specialists now provide inspection reports, service histories, warranties, and authenticity guarantees, reducing purchasing risk. This enhanced trust has broadened the customer base beyond traditional collectors to include first-time luxury watch buyers.

Rapid Growth of Digital Luxury Marketplaces: Online luxury marketplaces have transformed the global watch resale industry by offering worldwide inventory access, transparent pricing, secure payment systems, and professional authentication services. According to the United Nations Conference on Trade and Development (UNCTAD, 2024), global e-commerce continues expanding rapidly across premium consumer goods categories. Digital platforms enable buyers to compare prices, review authentication records, and purchase collectible watches across international markets, significantly expanding market accessibility.

Increasing Sustainability and Circular Luxury Trends: Growing consumer awareness regarding sustainability is encouraging greater adoption of pre-owned luxury products. Purchasing pre-owned watches extends product lifecycles, reduces resource consumption, and supports circular economy principles without compromising product quality or prestige. According to the United Nations Environment Programme (UNEP, 2024), circular consumption models continue gaining momentum across global luxury industries as consumers increasingly prioritize environmentally responsible purchasing decisions.

Counterfeit Products and Authentication Challenges: Despite improvements in authentication technologies, counterfeit luxury watches remain a significant market challenge. Sophisticated replicas may reduce consumer confidence, increase verification costs, and create reputational risks for marketplace operators. Continuous investment in professional authentication, blockchain verification, and expert inspection remains essential to maintaining consumer

trust.

Economic Uncertainty Affecting Luxury Spending: Luxury watch purchases are discretionary expenditures that can be influenced by economic slowdowns, inflationary pressures, and fluctuations in consumer confidence. During periods of macroeconomic uncertainty, consumers may postpone high-value purchases, temporarily affecting transaction volumes within the pre-owned luxury watch market.

Opportunity Mapping Based on Market Trends

Expansion of Certified Pre-Owned Programs: Luxury brands, authorized dealers, and specialist retailers continue expanding certified pre-owned (CPO) programs that provide authenticity verification, refurbishment, servicing, and manufacturer-backed warranties. These initiatives significantly improve buyer confidence while creating premium revenue opportunities within the secondary luxury watch ecosystem.

Adoption of Blockchain and Digital Authentication: Blockchain technology is creating new opportunities for secure ownership verification, immutable service histories, and digital provenance records. Advanced authentication technologies help reduce fraud while improving transparency for collectors, investors, insurers, and marketplace operators. Continued investment in digital certification platforms is expected to strengthen long-term market growth.

Growth of Emerging Luxury Consumer Markets: Rapid wealth creation across Asia Pacific, the Middle East, and selected Latin American economies is expanding the global customer base for pre-owned luxury watches. According to the World Bank (2024), rising disposable incomes and increasing numbers of high-net-worth individuals continue supporting luxury goods consumption in emerging markets. These regions present significant opportunities for marketplace expansion and cross-border luxury trade.

Increasing Demand for Investment-Grade Collectibles: Growing interest in rare, limited-edition, discontinued, and historically significant timepieces continues driving demand among collectors and investors. Auction houses, specialist dealers, and digital luxury marketplaces are increasingly focusing on ultra-luxury collectible watches that offer long-term value appreciation, creating attractive

opportunities for premium resale platforms and authentication service providers.

Value-Creating Segments and Growth Pockets

Automatic watches dominate the type segment through superior craftsmanship and collector preference

On the basis of Type segment, the market is classified into Automatic and Manual watches. Of these, Automatic watches are projected to account for 74.8% of the global pre-owned luxury watches market by 2025. Their leadership is driven by superior craftsmanship, broad consumer appeal, increased convenience and solid long-term resale value. Collectors are still drawn to automatic mechanical movements due to their engineering complexity, heritage and the fact that they can be found across leading luxury watch brands. The Federation of the Swiss Watch Industry (FH, 2024) points out that automatic mechanical watches still make up a large share of the value of premium Swiss watch exports, showing their continued dominance in the global luxury watch system. The segment still benefits from growing numbers of first-time buyers and demand for iconic automatic models.

It is expected that the manual segment will show the highest CAGR, at 14.2%, over the forecast period. The demand for manual mechanical watches is expected to further increase supported by growing appreciation for traditional watchmaking craftsmanship, limited-edition releases and collector-oriented timepieces.

Ultra luxury & collectible watches represent the fastest-growing value segment
Market Segmentation by Price Tier Segments include: Entry Luxury, Mid Luxury, High Luxury, Ultra Luxury & Collectible. Today, High Luxury has a market share of around 37.6% in 2025 and is a market leader. This leadership is underpinned by strong demand for premium mechanical watches, which are able to offer a combination of exclusivity, investment potential and wider market accessibility. The secondary market is still dominated by high luxury models, supported by sustained global demand and solid liquidity.

The Ultra Luxury & Collectible segment is estimated to witness the fastest estimated CAGR of 16.5% during the forecast period 2026-2036. The growing investment interest in rare, discontinued, limited-edition and historically important watches is underpinning continued growth in collector communities, specialist auction houses and certified resale platforms.

Online marketplaces lead distribution through global accessibility and authentication services

Based on the Distribution Channel segment the market is segmented into Online Marketplaces, Luxury Boutiques & Physical Retail Stores, Authorised Dealers & CPO, Auction & Collector Trading and Others. The segment of Online Marketplaces is

projected to lead the global market with an estimated share of 43.2% in 2025. They provide the pathway with access to global inventories, transparent pricing, professional authentication services, secure payment systems and increasing consumer trust in digital luxury commerce. As per the United Nations Conference on Trade and Development (UNCTAD, 2024), cross-border e-commerce is still expanding at a rapid rate, improving the availability of high-end luxury products globally. Buyers can also go online to compare prices, learn about the service history and see certified documents of authenticity before buying.

The Authorised Dealers & Certified Pre-Owned (CPO) segment is expected to grow at the highest CAGR of 15.3% during the forecast period. Increased uptake of certified pre-owned luxury watch programmes launched by authorised retailers and luxury watch brands is being driven by growing consumer demand for manufacturer-backed warranties, expert refurbishment, authenticity guarantees and professional servicing.

Regional Market Assessment

North America dominates the market through strong collector demand and advanced digital resale platforms

North America accounted for the largest share in the global pre-owned luxury watches market, representing 37.9% of the total revenue in 2025. The region has high disposable income levels, a large population of luxury watch collectors, a mature base of certified pre-owned retailers and high penetration of digital luxury marketplaces. The U.S. continues to be the primary source of revenue, driven by robust consumer interest in collectible timepieces, growing acceptance of pre-owned luxury goods and increasing investment demand for alternative assets. "Wealthy investors continue to diversify their portfolios with tangible luxury assets such as collectible watches to complement traditional investment classes," according to the World Gold Council (2024). The area is also graced with a sophisticated authentication infrastructure, transparent resale pricing and active online trading communities. The North American market will remain the largest through the forecast period, driven by increasing certified pre-owned programs and a growing number of young luxury consumers.

Europe maintains a strong market position through luxury watch heritage and mature collector networks

Europe is one of the world's most mature pre-owned luxury watch markets with a long history of watch-making, established auction houses and a broad base of luxury retailers. Switzerland, the United Kingdom, Germany, France and Italy remain the main trading hubs for certified pre-owned watches. Switzerland is the world's production centre for high value mechanical watches (FH, 2024), and this consolidates Europe's position in the primary and secondary luxury watch markets. Steady regional growth is backed by strong demand for certified pre-owned watches, increasing adoption of digital resale platforms and growing collector communities. The rise of sustainability trends

and growing acceptance of circular luxury consumption by consumers are further driving purchases of authenticated pre-owned timepieces in Europe.

Asia Pacific records the fastest growth through expanding affluent populations and digital luxury adoption

The Asia Pacific region is expected to grow at the fastest pace over the forecast period, with an estimated CAGR of 15.8% from 2026 to 2036. The market in China, Japan, Singapore, Hong Kong, South Korea and India is expanding, fueled by rapid wealth creation, a rising number of high-net-worth individuals, increased luxury consumption and strong digital commerce adoption. According to the World Bank (2024), Asia Pacific's consumer base for premium luxury products continues to grow with sustained economic growth and rising disposable incomes. Younger affluent consumers are increasingly buying pre-owned luxury watches via authenticated online marketplaces, with greater accessibility, investment potential and shorter acquisition times than new limited-edition models. Also, growing collector communities, cross-border luxury trade and improved authentication technologies are expected to boost the regional market growth.

LAMEA demonstrates emerging opportunities through luxury retail expansion and rising high-net-worth populations

The LAMEA region is expected to see steady growth owing to the ongoing expansion of luxury retail infrastructure, growing affluent consumer bases, and the proliferation of organized resale channels. Growing demand for premium luxury watches in Middle Eastern countries, especially in the Gulf region with high disposable income and strong affinity towards collectible assets. Latin America is slowly building its luxury resale ecosystem with growing online marketplaces and rising consumer awareness of authenticated pre-owned products. Growing urbanisation, economic diversification and rising wealth in some emerging economies continue to support premium consumer spending, says the World Bank (2024). Market penetration is still quite limited, but luxury consumption among the wealthy urban consumers is also gradually growing in Africa. Continued investment in authentication services, digital luxury commerce and cross-border trade are expected to create long-term opportunities in the LAMEA region.

Recent Developments

June 2025: Chrono24 expanded its authentication and buyer protection services by enhancing AI-assisted watch verification and introducing additional certified seller programs to strengthen consumer confidence in global cross-border transactions.

April 2025: The 1916 Company expanded its certified pre-owned (CPO) luxury watch portfolio by increasing refurbishment capabilities, authentication services,

and international customer support for premium collectible timepieces.

October 2024: Watchfinder & Co. strengthened its digital retail platform through enhanced online valuation tools, transparent watch history documentation, and expanded certified servicing programs to improve customer experience across global markets.

August 2024: The RealReal, Inc. expanded its luxury watch authentication infrastructure by investing in specialist horology experts and advanced verification processes to support rising demand for authenticated pre-owned luxury watches.

Critical Business Questions Addressed

What is the current and projected size of the global pre-owned luxury watches market?

The global pre-owned luxury watches market was valued at USD 32.40 billion in 2025 and is projected to reach USD 126.61 billion by 2036, growing at a CAGR of 13.5% during the forecast period.

Which factors are driving market growth?

The market is driven by increasing investment demand for collectible luxury watches, expanding certified pre-owned (CPO) programs, rapid growth of online luxury marketplaces, rising consumer acceptance of sustainable luxury consumption, and continuous improvements in authentication technologies.

Which product type dominates the market?

Automatic watches account for the largest market share due to their superior craftsmanship, convenience, strong collector demand, established brand heritage, and consistently high resale values across the secondary luxury watch market.

Which distribution channel is expected to witness the strongest growth?

Online Marketplaces currently dominate the market by offering global inventory access, transparent pricing, secure payment systems, professional authentication, and cross-border trading capabilities, while Authorised Dealers & Certified Pre-Owned (CPO) channels are expected to record the fastest growth owing to manufacturer-backed warranties and verified authenticity.

Which regions offer the strongest future growth opportunities?

North America currently leads the global market due to its mature luxury resale ecosystem, affluent consumer base, and advanced digital platforms, whereas Asia Pacific is projected to experience the fastest growth driven by rising wealth, expanding luxury consumption, increasing numbers of collectors, and rapid adoption of authenticated online luxury marketplaces.

Beyond the Forecast

The pre-owned luxury watch market is expected to evolve into a technology-enabled global luxury ecosystem, where blockchain-based provenance records, AI-powered authentication, digital ownership certificates, and predictive valuation tools enhance transparency and strengthen consumer trust.

Certified pre-owned programs introduced by luxury brands and authorized retailers are likely to become a core growth engine, elevating quality standards, improving resale liquidity, and attracting first-time luxury watch buyers alongside experienced collectors and investors.

As luxury resale, sustainability, and alternative asset investing continue gaining momentum worldwide, companies investing in advanced authentication technologies, global digital marketplaces, professional servicing, and seamless cross-border commerce will be best positioned to capture long-term growth in the global pre-owned luxury watches market.

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