

Pre-owned Luxury Watches Market Size, Share & Trends Analysis Report By Type (Automatic, Manual), By Price Tier (Ultra Luxury & Collectible, Mid Luxury, High Luxury), By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global pre-owned luxury watches market size was valued at USD 32.3 billion in 2025 and is projected to grow from USD 35.7 billion in 2026 to USD 85.4 billion by 2033, growing at a CAGR of 13.3% from 2026 to 2033. North America pre-owned luxury watches industry accounted for a global market share of 33.5% in 2025. The market is increasingly evolving beyond a traditional resale industry and is now being viewed as a distinct investment-driven segment within the broader luxury goods market.

Consumers are increasingly attracted to pre-owned luxury watches due to their rarity, heritage value, strong resale performance, and limited retail availability. Rather than purchasing pre-owned watches merely as a lower-cost alternative, buyers are actively seeking highly desirable and difficult-to-obtain models that often carry waiting periods at authorized retail stores.

Watches such as the Rolex Daytona, Submariner, and GMT-Master II, along with iconic models including the Patek Philippe Nautilus and Audemars Piguet Royal Oak, continue to witness strong secondary-market demand due to their high brand prestige and consistent aftermarket liquidity. For instance, certain stainless-steel Rolex Daytona and Patek Philippe Nautilus models have traded at significant premiums in the resale market compared to their original retail prices, highlighting the growing investment appeal of collectible luxury watches. In addition, the rapid growth of authenticated online resale platforms such as Chrono24 and WatchBox has further improved global accessibility, price transparency, and consumer confidence, accelerating the expansion of the pre-

owned luxury watches industry.

Consumer purchasing decisions in the pre-owned luxury watches industry are increasingly driven by long-term value retention, authenticity assurance, and reference-specific desirability rather than impulse-led luxury consumption. Buyers today approach pre-owned timepieces as high-consideration assets, evaluating factors such as condition grading, servicing history, provenance, and resale stability before committing. Established models from Rolex, Patek Philippe, Omega, and Cartier continue to perform strongly because they combine enduring brand equity with sustained liquidity in the secondary market. Importantly, younger consumers are showing fewer psychological barriers to buying pre-owned, viewing it as both financially rational and aligned with more conscious, durability-focused luxury ownership.

Global Pre-owned Luxury Watches Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global pre-owned luxury watches market report based on type, price tier, distribution channel, and region.

Type Outlook (Revenue, USD Billion, 2021 - 2033)

Automatic

Manual

Price Tier Outlook (Revenue, USD Billion, 2021 - 2033)

Ultra Luxury & Collectible

Mid Luxury

High Luxury

Entry Luxury

Distribution Channel Outlook (Revenue, USD Billion, 2021 - 2033)

Online Marketplaces

Luxury Boutiques & Physical Retail Stores

Authorized Dealers & CPO

Auction & Collector Trading

Others

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Switzerland

Asia Pacific

China

Japan

India

Australia

Singapore

Central & South America

Brazil

Middle East & Africa

UAE

Saudi Arabia

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Type Outlook
- 2.3. Distribution Channel Outlook
- 2.4. Regional Outlook

CHAPTER 3. PRE-OWNED LUXURY WATCHES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Sales/ Retail Channel Analysis
 - 3.2.2. Profit Margin Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis - Porter's Five Forces Analysis
- 3.5. Go-to Market Strategies

CHAPTER 4. PRE-OWNED LUXURY WATCHES MARKET: CONSUMER BEHAVIOR

ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Influencing Buying Behavior
- 4.4. Key Observations & Findings

CHAPTER 5. PRE-OWNED LUXURY WATCHES MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Pre-Owned Luxury Watches Market, by Type: Key Takeaways
- 5.2. Product Movement Analysis & Market Share, 2025 & 2033
- 5.3. Market Estimates & Forecasts, by Product, 2021 - 2033 (USD Billion)
 - 5.3.1. Automatic
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.2. Manual
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 6. PRE-OWNED LUXURY WATCHES MARKET: PRICE TIER ESTIMATES & TREND ANALYSIS

- 6.1. Pre-Owned Luxury Watches Market, by Price Tier Key Takeaways
- 6.2. Price Tier Movement Analysis & Market Share, 2025 & 2033
- 6.3. Market Estimates & Forecasts, by Product, 2021 - 2033 (USD Billion)
 - 6.3.1. Ultra Luxury & Collectible
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.2. Mid Luxury
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.3. High Luxury
 - 6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 6.3.4. Entry Luxury
 - 6.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 7. PRE-OWNED LUXURY WATCHES MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Pre-Owned Luxury Watches Market, by Distribution Channel: Key Takeaways
- 7.2. Distribution Channel Movement Analysis & Market Share, 2025 & 2033
- 7.3. Market Estimates & Forecasts, by Distribution Channel, 2021 - 2033 (USD Billion)

7.3.1. Online Marketplaces

7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

7.3.2. Luxury Boutiques & Physical Retail Stores

7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

7.3.3. Authorized Dealers & CPO

7.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

7.3.4. Auction & Collector Trading

7.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

7.3.5. Others

7.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 8. PRE-OWNED LUXURY WATCHES MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Pre-Owned Luxury Watches Market: Regional Outlook

8.2. Regional Movement Analysis & Market Share, 2025 & 2033

8.3. Market Estimates & Forecasts, by Region & Country, 2021 - 2033 (USD Billion)

8.3.1. North America

8.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.1.2. U.S.

8.3.1.2.1. Key country dynamics

8.3.1.2.2. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.1.3. Canada

8.3.1.3.1. Key country dynamics

8.3.1.3.2. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.1.4. Mexico

8.3.1.4.1. Key country dynamics

8.3.1.4.2. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.2. Europe

8.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.2.2. Germany

8.3.2.2.1. Key country dynamics

8.3.2.2.2. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.2.3. UK

8.3.2.3.1. Key country dynamics

8.3.2.3.2. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.2.4. France

8.3.2.4.1. Key country dynamics

8.3.2.4.2. Market estimates and forecast, 2021 - 2033 (USD Billion)

- 8.3.2.5. Italy
 - 8.3.2.5.1. Key country dynamics
 - 8.3.2.5.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 8.3.2.6. Switzerland
 - 8.3.2.6.1. Key country dynamics
 - 8.3.2.6.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 8.3.3. Asia Pacific
 - 8.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.3.2. China
 - 8.3.3.2.1. Key country dynamics
 - 8.3.3.2.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.3.3. Japan
 - 8.3.3.3.1. Key country dynamics
 - 8.3.3.3.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.3.4. India
 - 8.3.3.4.1. Key country dynamics
 - 8.3.3.4.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.3.5. Australia
 - 8.3.3.5.1. Key country dynamics
 - 8.3.3.5.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.3.6. Singapore
 - 8.3.3.6.1. Key country dynamics
 - 8.3.3.6.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 8.3.4. Central & South America
 - 8.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.4.2. Brazil
 - 8.3.4.2.1. Key country dynamics
 - 8.3.4.2.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 8.3.5. Middle East & Africa
 - 8.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.5.2. Saudi Arabia
 - 8.3.5.2.1. Key country dynamics
 - 8.3.5.2.2. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.5.3. UAE
 - 8.3.5.3.1. Key country dynamics
 - 8.3.5.3.2. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 9. COMPETITIVE ANALYSIS

9.1. Recent Developments & Impact Analysis by Key Market Participants

9.2. Company Categorization

9.3. Participant's Overview

9.4. Financial Performance

9.5. Product Benchmarking

9.6. Brand Market Share Analysis, 2025 (%)

9.7. Company Heat Map Analysis

9.8. Strategy Mapping

9.9. Company Profiles

9.9.1. Chrono24

9.9.1.1. Company Overview

9.9.1.2. Financial Performance

9.9.1.3. Product Portfolios

9.9.1.4. Strategic Initiatives

9.9.2. WatchBox

9.9.2.1. Company Overview

9.9.2.2. Financial Performance

9.9.2.3. Product Portfolios

9.9.2.4. Strategic Initiatives

9.9.3. eBay Inc.

9.9.3.1. Company Overview

9.9.3.2. Financial Performance

9.9.3.3. Product Portfolios

9.9.3.4. Strategic Initiatives

9.9.4. Bob's Watches

9.9.4.1. Company Overview

9.9.4.2. Financial Performance

9.9.4.3. Product Portfolios

9.9.4.4. Strategic Initiatives

9.9.5. Crown & Caliber

9.9.5.1. Company Overview

9.9.5.2. Financial Performance

9.9.5.3. Product Portfolios

9.9.5.4. Strategic Initiatives

9.9.6. Watchfinder & Co

9.9.6.1. Company Overview

9.9.6.2. Financial Performance

9.9.6.3. Product Portfolios

9.9.6.4. Strategic Initiatives

9.9.7. TrueFacet, LLC

9.9.7.1. Company Overview

9.9.7.2. Financial Performance

9.9.7.3. Product Portfolios

9.9.7.4. Strategic Initiatives

9.9.8. Govberg

9.9.8.1. Company Overview

9.9.8.2. Financial Performance

9.9.8.3. Product Portfolios

9.9.8.4. Strategic Initiatives

9.9.9. The Watch Club

9.9.9.1. Company Overview

9.9.9.2. Financial Performance

9.9.9.3. Product Portfolios

9.9.9.4. Strategic Initiatives

9.9.10. Watches of Switzerland

9.9.10.1. Company Overview

9.9.10.2. Financial Performance

9.9.10.3. Product Portfolios

9.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 Pre-Owned Luxury Watches market: Key market driver analysis

Table 2 Pre-Owned Luxury Watches market: Key market restraint analysis

Table 3 Pre-Owned Luxury Watches market estimates & forecast, by type (USD Billion)

Table 4 Pre-Owned Luxury Watches market estimates & forecast, by price tier (USD Billion)

Table 5 Pre-Owned Luxury Watches market estimates & forecast, by distribution channel (USD Billion)

Table 6 North America pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 7 North America pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 8 North America pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 9 North America pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 10 US macro-economic outlay

Table 11 US pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 12 US pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 13 US pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 14 US pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 15 Canada macro-economic outlay

Table 16 Canada pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 17 Canada pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 18 Canada pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 19 Canada pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 20 Mexico macro-economic outlay

Table 21 Mexico pre-owned luxury watches market estimates and forecast, 2021 - 2033

(USD Billion)

Table 22 Mexico pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 23 Mexico pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 24 Mexico pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 25 Europe pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 26 Europe pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 27 Europe pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 28 Europe pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 29 Germany macro-economic outlay

Table 30 Germany pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 31 Germany pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 32 Germany pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 33 Germany pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 34 UK macro-economic outlay

Table 35 UK pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 36 UK pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 37 UK pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 38 UK pre-owned luxury watches market revenue estimates and forecasts, by distribution channel, 2021 - 2033 (USD Billion)

Table 39 Italy macro-economic outlay

Table 40 Italy pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 41 Italy pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 42 Italy pre-owned luxury watches market revenue estimates and forecast, by

price tier, 2021 - 2033 (USD Billion)

Table 43 Italy pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 44 France macro-economic outlay

Table 45 France pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 46 France pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 47 France pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 48 France pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 49 Switzerland macro-economic outlay

Table 50 Switzerland pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 51 Switzerland pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 52 Switzerland pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 53 Switzerland pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 54 Asia Pacific pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 55 Asia Pacific pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 56 Asia Pacific pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 57 Asia Pacific pre-owned luxury watches market revenue estimates and forecasts, by distribution channel, 2021 - 2033 (USD Billion)

Table 58 China macro-economic outlay

Table 59 China pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 60 China pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 61 China pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 62 China pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 63 India macro-economic outlay

Table 64 India pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 65 India pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 66 India pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 67 India pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 68 Japan macro-economic outlay

Table 69 Japan pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 70 Japan pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 71 Japan pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 72 Japan pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 73 Singapore macro-economic outlay

Table 74 Singapore pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 75 Singapore pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 76 Singapore pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 77 Singapore pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 78 Australia macro-economic outlay

Table 79 Australia pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 80 Australia pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 81 Australia pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 82 Australia pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 83 Central & South America pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 84 Central & South America pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 85 Central & South America pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 86 Central & South America pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 87 Brazil macro-economic outlay

Table 88 Brazil pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 89 Brazil pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 90 Brazil pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 91 Brazil pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 92 Middle East & Africa pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 93 Middle East & Africa pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 94 Middle East & Africa pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 95 Middle East & Africa pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 96 UAE macro-economic outlay

Table 97 UAE pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 98 UAE pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 99 UAE pre-owned luxury watches market revenue estimates and forecast, by price tier, 2021 - 2033 (USD Billion)

Table 100 UAE pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 101 Saudi Arabia macro-economic outlay

Table 102 Saudi Arabia pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)

Table 103 Saudi Arabia pre-owned luxury watches market revenue estimates and forecast, by type, 2021 - 2033 (USD Billion)

Table 104 Saudi Arabia pre-owned luxury watches market revenue estimates and forecast, by distribution channel, 2021 - 2033 (USD Billion)

Table 105 Recent developments & impact analysis, by key market participants

Table 106 Brand market share, 2025

Table 107 Company heat map analysis

Table 108 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 Pre-Owned Luxury Watches market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot
- Fig. 8 Regional snapshot
- Fig. 9 Competitive landscape Snapshot
- Fig. 10 Global parent industry and luxury watch market size (USD Billion)
- Fig. 11 Global pre-owned luxury watches market size, 2021 to 2033 (USD Billion)
- Fig. 12 Pre-Owned Luxury Watches market: Penetration & growth prospect mapping
- Fig. 13 Pre-Owned Luxury Watches market: Value chain analysis
- Fig. 14 Pre-Owned Luxury Watches market: Profit-margin analysis
- Fig. 15 Pre-Owned Luxury Watches Market: Dynamics
- Fig. 16 Pre-Owned Luxury Watches market: Porter's five forces analysis
- Fig. 17 Factors influencing buying decisions for pre-owned luxury watches
- Fig. 18 Pre-Owned Luxury Watches market, by type: Key takeaways
- Fig. 19 Pre-Owned Luxury Watches market: Type movement analysis, 2025 & 2033 (%)
- Fig. 20 Automatic pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 21 Manual pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 22 Pre-Owned Luxury Watches market, by price tier: Key takeaways
- Fig. 23 Pre-Owned Luxury Watches market: Price tier movement analysis, 2025 & 2033 (%)
- Fig. 24 Ultra Luxury & Collectible pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 25 Mid Luxury pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 26 High Luxury pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 27 Entry Luxury pre-owned luxury watches market estimates and forecast, 2021 - 2033 (USD Billion)
- Fig. 28 Pre-Owned Luxury Watches market: Distribution channel movement analysis,

2025 & 2033 (%)

Fig. 29 Pre-Owned Luxury Watches market estimates and forecast, through online marketplaces, 2021 - 2033 (USD Billion)

Fig. 30 Pre-Owned Luxury Watches market estimates and forecast, through Luxury Boutiques & Physical Retail Stores, 2021 - 2033 (USD Billion)

Fig. 31 Pre-Owned Luxury Watches market estimates and forecast, through Authorized Dealers & CPO, 2021 - 2033 (USD Billion)

Fig. 32 Pre-Owned Luxury Watches market estimates and forecast, through Auctions & Collector Trading, 2021 - 2033 (USD Billion)

Fig. 33 Pre-Owned Luxury Watches market estimates and forecast, through Others, 2021 - 2033 (USD Billion)

Fig. 34 Pre-Owned Luxury Watches market: Regional outlook, 2025 & 2033 (USD Billion)

Fig. 35 Regional marketplace: Key takeaways

Fig. 36 North America pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 37 US pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 38 Canada pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 39 Mexico pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 40 Europe pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 41 Germany pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 42 UK pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 43 France pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 44 Italy pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 45 Switzerland pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 46 Asia Pacific pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 47 China pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Fig. 48 India pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD Billion)

Billion)

Fig. 49 Japan pre-owned luxury watches market estimates & forecast, 2021 - 2033
(USD Billion)

Fig. 50 Australia pre-owned luxury watches market estimates & forecast, 2021 - 2033
(USD Billion)

Fig. 51 Singapore pre-owned luxury watches market estimates & forecast, 2021 - 2033
(USD Billion)

Fig. 52 Central and South America pre-owned luxury watches market estimates &
forecast, 2021 - 2033 (USD Billion)

Fig. 53 Brazil pre-owned luxury watches market estimates & forecast, 2021 - 2033
(USD Billion)

Fig. 54 Middle East & Africa pre-owned luxury watches market estimates & forecast,
2021 - 2033 (USD Billion)

Fig. 55 UAE pre-owned luxury watches market estimates & forecast, 2021 - 2033 (USD
Billion)

Fig. 56 Saudi Arabia pre-owned luxury watches market estimates & forecast, 2021 -
2033 (USD Billion)

Fig. 57 Key company categorization

Fig. 58 Brand market share analysis, 2025

Fig. 59 Strategic framework of the pre-owned luxury watches market

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