

United States Luxury Watch Market Report and Forecast 2025-2034

Market Report | 2025-06-06 | 133 pages | EMR Inc.

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Report description:

The United States luxury watch market was valued at 8.11 Billion in 2024. The industry is expected to grow at a CAGR of 4.50% during the forecast period of 2025-2034 to attain a valuation of 12.59 Billion by 2034.

United States Luxury Watch Market Outlook

- While 42% of buyers in the United States buy luxury goods, 36% of buyers purchase such items due to their high quality.
- In 2021, the sales of second-hand watches totalled \$22 billion, representing approximately 30% of the total \$75 billion luxury watch market.
- In April 2024, the export of Swiss watches to the United States surged by 11.6%, reported the Federation of the Swiss Watch Industry.

United States Luxury Watch Market Growth

As per YouGov's report, "The US Luxury Boom 2024", 15% of Americans purchased luxury goods in 2023, an increase of 9% from 2021. 43% of overall buyers spent over USD 1000 on luxury goods purchases while 34% of buyers consider luxury items as good investments. Rolex, with a 15% share, topped the luxury goods market in the United States in 2023, followed by Gucci and Dior.

The market for second-hand luxury watches has also experienced considerable expansion in the past few years, presenting more budget-friendly alternatives to new models. This increased accessibility has drawn in a wider demographic of consumers with a desire to own luxury timepieces, leading to the expansion of the market in the United States.

Advances in watchmaking methods, such as state-of-the-art materials and improved mechanisms have enhanced the appeal of high-end timepieces, consequently driving the market. Furthermore, endorsements from celebrities and influencers on social

media play a crucial role in boosting brand awareness and desirability, especially among younger buyers. The expansion of online shopping platforms extends the reach of the market by making luxury watches more available to a wider audience, further fuelling the market growth.

United States Luxury Watch Industry Segmentation

"United States Luxury Watch Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Product:

- Electronic
- Mechanical

Market Breakup by Distribution Channel:

- Online
- Offline

Market Breakup by Region:

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

United States Luxury Watch Market Share

Based on the distribution channel, the market is segmented into online and offline. The online sector is projected to grow at a CAGR of 5.0% during the forecast period of 2025-2034. The distribution of luxury watches through online channels encompasses brand websites, authorised retailers, online marketplaces, specialised e-tailers, social media, subscription services, and online auctions. These channels offer brands multiple avenues to connect with their desired audience, guaranteeing a smooth and opulent shopping experience for customers.

Leading Companies in the United States Luxury Watch Market

Major players are focusing on the adoption of technological advancements and the production of smart luxury watches to gain a competitive edge in the market.

- ROLEX SA
- The Swatch Group Ltd.

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- Bremont Watch Company Limited
- Breitling SA
- LVMH Moet Hennessy Louis Vuitton SE
- Seiko Watch Corporation
- Audemars Piguet
- Richard Mille Group
- Movado Group Inc.
- Bell & Ross SARL
- Others

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