2020 Luxury Watch Report
Top trends in luxury watch resale according to eBay

5 Trends to Watch

1. Most in-demand: Rolex sports models are the most sought-after pieces of 2020.
2. Reinventing Retro: Luxury watchmakers are creating elevated vintage pieces inspired by the 40s, 70s, and even the 50s.
3. Rose Gold Resurgence: Rose gold, holding its own against a range of other gold hues on the market.
4. Pops of Color: From neon green rays to satin finishes, the blue bands, red, or other bold colors are in.
5. All in the Details: Brands are experimenting with new materials and customized components.

Style Guide: Iconic Watches

Ultimate Classic: Omega Speedmaster Moonwatch
The first watch ever on the moon in 1969. One of the most iconic pieces of the 1960s, this Speedmaster stands tall in space history, fanatics, and alike.

Sophisticated Elegance: Patek Philippe Nautilus
Influenced by rockpool mollusks and among the most loved and coveted watches, as well as one of the most rare among watch collectors.

Iconic: Cartier Tank Watch
Model of choice and the first watch to be worn with a strap. It's a favorite among movie stars, rock bands, and all collectors.

Top 20 Brands to Watch Across the Globe

Top 10 Watch Styles on eBay Globally

- Rolex Daytona 116520 Watch
- Rolex Day-Date 118238 Watch
- Rolex Submariner 116610LN Watch
- Chopard Moonphase 158993-3003 Watch
- Rolex Submariner 116610LN Date 40mm Oystersteel Watch
- Omega Speedmaster HB-SIA Chronograph CO-Axial GMT Watch
- Audemars Piguet Royal Oak Offshore Chronograph
- Patek Philippe Nautilus 5711/1A-014 Watch
- Rolex Submariner 116610LN 40mm Oystersteel Watch
- Blancpain F1050F-3630-55B FiftySix Power Reserve Watch

www.eBay.com/LuxuryWatches

Notes based on global sales data from 2018-2021.