

2020 Luxury Watch Report

Top trends in luxury watch resale according to eBay

5 Trends to Watch



1

Most In-demand

Rolex sport models remain the most sought-after pieces of 2020.



2

Reinventing Retro

Luxury watchmakers are serving elevated vintage styles inspired by the '40s, '70s and even the '90s.



3

Rose Gold Resurgence

Rose gold is holding its own against a range of other gold hues on the market.



4

Pops of Color

From emerald green dials to salmon faces to blue bands, eye-catching watches are in.

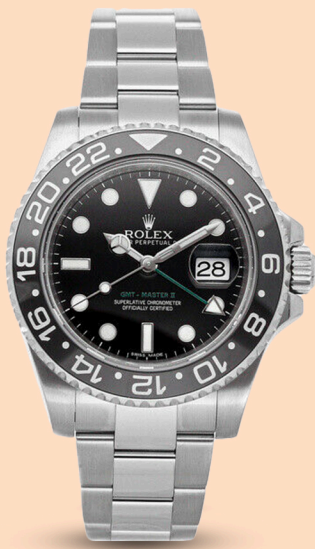


5

All in the Details

Brands are experimenting with new materials and updated constructions.

Style Guide: Iconic Watches



Rolex rules resale

25%

of the marketplace's luxury watch sales. eBay's most popular watch brand with stainless steel models like the Submariner and GMT-Master dominating.

Ultimate Classic: Omega Speedmaster Moonwatch

The first watch ever worn on the moon in 1969 and preferred by race car drivers of the '50s, the Speedmaster stands the test of space travel, the tarmac and time.



Sophisticated Elegance: Patek Philippe Nautilus

Influenced by nautical motifs and among the world's finest watch styles, as well as one of the most worn celebrity watches.

Most recently Drake sported a custom Nautilus Ref. 5726 timepiece designed by Virgil Abloh, almost completely encrusted in green emeralds.

Icon: Cartier Tank Watch

Inspired by armored WWI tanks, the timepiece is an understated, sophisticated staple.

The style has been a favorite among movie stars like Rami Malek, First Ladies like Michelle Obama and even Princess Diana.



Top 20 Brands to Watch Across the Globe

ROLEX
OMEGA
BREITLING
TAG HEUER
PATEK PHILIPPE

CARTIER
SEIKO
AUDEMARS PIGUET
PANERAI
HUBLOT

TUDOR
IWC
JAEGER-LECOULTRE
ORIS
LONGINES

ULYSSE NARDIN
HAMILTON
ZENITH
ZENITH ELECTRONICS LLC
CHOPARD



Top 10 Watch Styles on eBay Globally

1 Rolex Daytona 116520 Watch



2 Rolex Datejust 1601 Stainless Steel Automatic Watch



3 Rolex Submariner 16610 Analog Stainless Steel Sport Watch



4 Champagne Face Rolex 36mm Datejust 18k & SS Diamond Dial Jubilee Watch



5 Rolex Submariner 116610 Date 40mm Oystersteel Watch



6 Rolex Submariner 16613 40mm Stainless Steel and Yellow Gold Watch



7 Rolex Submariner 114060 Auto 40mm Steel Oyster Watch



8 Rolex Sea-Dweller 116660 44mm Stainless Steel Watch



9 Rolex GMT-Master 16710 Watch



10 Rolex GMT-Master II 126710BLRO Pepsi 40mm Watch



www.eBay.com/LuxuryWatches