

## WATCHES AND JEWELRY

# Cartier dominates secondary market as top luxury watch brand: Chrono24

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*The French maison recorded a 23.8 percent increase in market share in 2024 compared to 2023, continuing a years-long rise in popularity among collectors and buyers. Image credit: Cartier*

By AMIRAH KEATON

Secondhand luxury watch retailer Chrono24 is unveiling the resale market's top-performing preowned and vintage brands and models.

Identifying Cartier as the year's biggest winner, analysis from the digital retailer shows the French maison recorded a 23.8 percent increase in market share in 2024 compared to 2023, continuing a years-long rise in popularity among collectors and buyers. A growing interest in Swiss watchmakers Vacheron Constantin and Tudor, alongside broader consumer shifts in material and case shape preferences, are also outlined.

"Since 2020, Cartier [has increased] its market share by an average of 13 percent each year," said Balazs Ferenczi, head of brand engagement at Chrono24, in a statement.

"This has made the French luxury watch brand the fourth most popular watch manufacturer on the secondary market, driven by the iconic and successful Cartier Santos and Tank," Mr. Ferenczi said. "It has been number two on the primary market for years.

"Overall, these developments show that brands with a clear design code, heritage and strategic pricing have the best chance of expanding their market share."

Chrono24's latest analysis examines the secondary market for luxury watches with a market share of at least one percent.

## Cartier proves popular

Cartier has solidified its standing as one of the most sought-after luxury watch brands, seeing the highest market share growth among its peers last year.

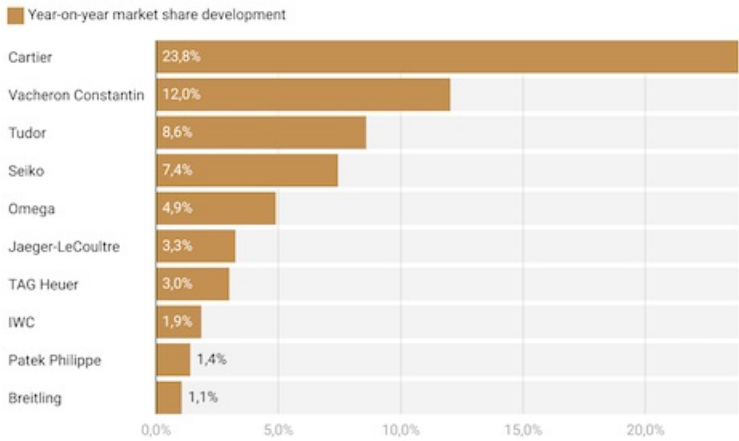
Demand for rectangular case shapes particularly driven by Cartier's signature models such as the Tank and Santos has increased six percent year-over-year, reflecting a broader shift in aesthetic preferences. Elliptical watches also surged in popularity, while gold dial colors and rose gold materials saw double-digit growth.

Since 2020, the house has grown its transaction volume by 66 percent, emerging as the fourth most popular brand in the resale space.

While Cartier led market expansion, other brands also experienced notable gains.

Luxury watch brands on the rise

These ten companies were particularly in demand on the secondary market in 2024:



Brands with a market share of at least 1 percent were included. Analysis period: 01.01-12.31.2024  
Quelle: Chrono24 • Erstellt mit Datawrapper

A growing interest in Swiss watchmakers Vacheron Constantin and Tudor, alongside broader consumer shifts in material and case shape preferences, are also outlined. Image courtesy of Chrono24

Vacheron Constantin’s market share grew by 12 percent, making it one of the fastest-rising names in high-end horology. Tudor, sister brand of Swiss watchmaker Rolex, saw an 8.6 percent increase, despite broader pricing corrections in the resale market.

In the niche segment, watches from French fashion and leather goods brand Herms experienced an unexpected surge, with a 55.6 percent increase in market share. Swiss jeweler Piaget and Breitling-owned Swiss watchmaker Universal Genève also posted significant growth, aligning with rising consumer interest in brands with distinct design codes and rich heritage.

“The Geneva-based manufacturer is increasingly gaining market share in the high-end segment and impresses with high quality, comparable to Patek Philippe or Audemars Piguet, but is more attractively priced,” Mr. Ferenczi said, in a statement.

“With the recently launched 222 in steel, it has also sparked renewed interest in the secondary market,” he said. “Currently, the new 222 is trading at three times the list price.”

“These developments indicate that Vacheron Constantin is about to catch up in the long term.”

What this means for luxury watchmakers











Chrono24’s data highlights a strong demand for classic models with historical significance.

The Cartier Tank (see story) saw a 30.9 percent increase in resale market share, while the Santos grew by 27.7 percent. Swiss watchmaker Patek Philippe’s Complications series followed closely behind with 13.6 percent growth.

Tudor’s Black Bay collection also performed well, climbing 12.3 percent, alongside Breitling’s Navitimer, which rose 11.9 percent. Other standout models included the IWC Pilot, Omega Seamaster and Patek Philippe Calatrava, each registering sustained demand.

## Luxury watch models on the rise

These ten models were particularly popular on the secondary market in 2024:

Rank	Model	Example	Market share 2024	Year-on-year market development
1	Cartier Tank		1.44%	<div><div>30.91%</div></div>
2	Cartier Santos		1.75%	<div><div>27.74%</div></div>
3	Patek Philippe Complications		1.25%	<div><div>13.64%</div></div>
4	Tudor Black Bay		1.91%	<div><div>12.35%</div></div>
5	Breitling Navitimer		1.13%	<div><div>11.88%</div></div>
6	IWC Pilot		1.24%	<div><div>6.90%</div></div>
7	Omega Seamaster		5.24%	<div><div>5.86%</div></div>
8	Patek Philippe Calatrava		1.21%	<div><div>5.22%</div></div>
9	Omega Speedmaster		4.87%	<div><div>4.06%</div></div>
10	Rolex GMT-Master II		4.66%	<div><div>0.87%</div></div>

Models with a market share of at least 1 percent were included. Analysis period: 01.01-12.31.2024  
Source: Chrono24 • Created with Datawrapper

The reseller’s data highlights a strong demand for classic models with historical significance. Image courtesy of Chrono24

Chrono24’s findings suggest that brands with a solid design identity, long-standing heritage and strategic pricing structures are best positioned for continued success.

The report also underscores the importance of case shape and material trends, as collectors increasingly favor distinctive styles such as rectangular designs and rose gold finishes.

“We are excited to see whether the up-and-comers will continue their 2025 trend,” Chrono24’s Mr. Ferenczi said, in a statement.

“They hold all the cards.”