

# Return on Luxury Watches

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## Goals

To identify information related to the annual % return on luxury watches (defined as those priced at \$100,000 or more) over the last 20 years, ideally in the form of a luxury watch price index or the typical % return on luxury watch brands such as Rolex, Audemar Piguet, Richard Millie and Patek Phillippe.

## Early Findings

### Overall Luxury Watch Price Appreciation

- According to The New York Times, luxury watches are expected to appreciate by [69%](#) between [2015](#) and [2025](#).
- In parallel, industry experts such as Time Rating report a much stronger price growth of [487% for vintage luxury watches](#), particularly due to buyer demand in China and the Middle East.
- However, industry experts also suggest that only [20%](#) of all luxury watches represent a "[profitable investment](#)."
- Specifically, Time Rating asserts that a luxury watch must be "[attractive and popular](#)" to grow in value over time.

### Individual Luxury Watch Price Appreciation

- Price tracking websites such as [Collector Square](#) and [Time Rating](#) provide more detailed statistics on the sale price of luxury watches over time.
- For example, Collector Square reports that the price of the Patek Philippe Grande Complication (currently priced well over [\\$100,000](#)) has not necessarily enjoyed significant price growth over the [past decade](#).
- In contrast, a variety of [lower-priced Rolex](#) watches have appreciated significantly in value since [1994](#).