THE ROLEX REPORT

The Secondary Market, Read from Chrono24 Data

ROLEX IS THE LARGEST BRAND ON CHRONO24, WITH DEMAND NORMALIZED SINCE 2022

The Rolex secondary market at a glance

Largest brand on the marketplace

30.5%

of Chrono24 $ transaction volume is Rolex, ahead of every rival

Prices have stabilized above pre-2019 levels

+55%

prices vs 2019 (+7% in the last 365 days)

Strongest in the $10K-20K segment

61.4%

of the $10-20K segment (its stronghold)

Highest demand among younger buyers

34%

% of under-30s' and 30-39 spend versus 27% of the over-60s'

Strongest market share in North America

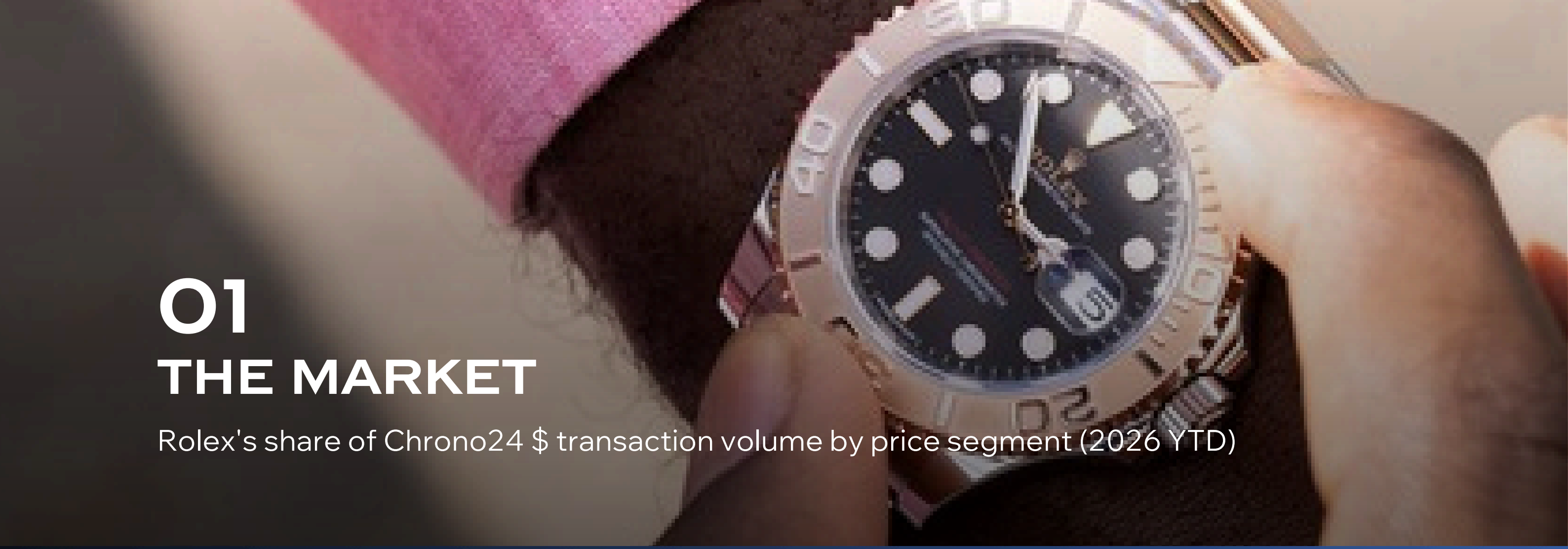
35.4%

of $ transaction volume in North America, compared to 28.7% in Europe and 19.5% in Asia

Women favor Rolex more than men

37.5%

of female buyer's watch spend goes to Rolex versus 30.1% of male buyers.



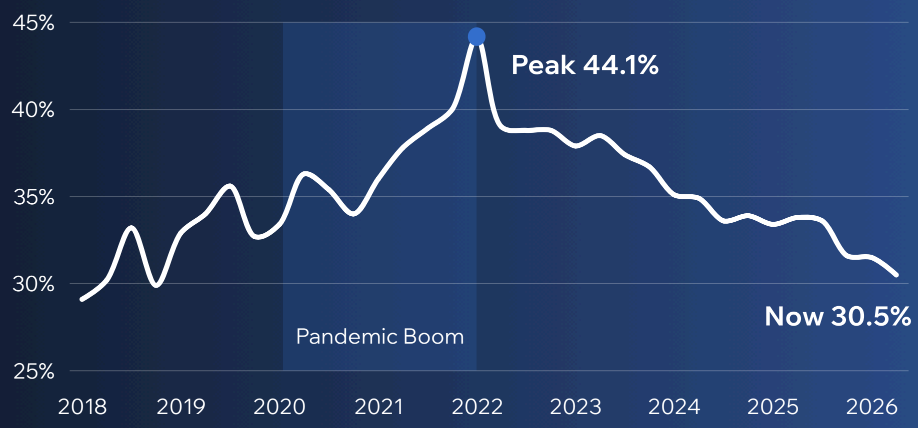
01
THE MARKET

Rolex's share of Chrono24 $ transaction volume by price segment (2026 YTD)

ROLEX LEADS THE MARKETPLACE

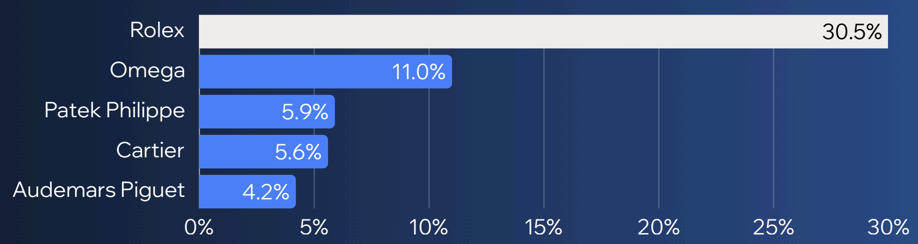
Its share has normalized since the 2022 peak

ROLEX SHARE OVER TIME



Rolex's share of total Chrono24 $ transaction volume, by quarter (%)

TOP BRANDS BY SHARE 2026 Q2

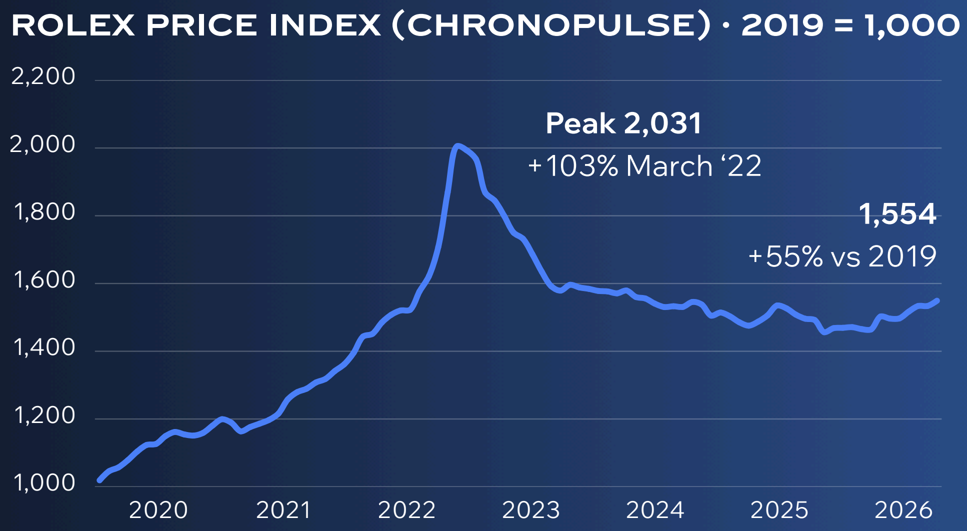


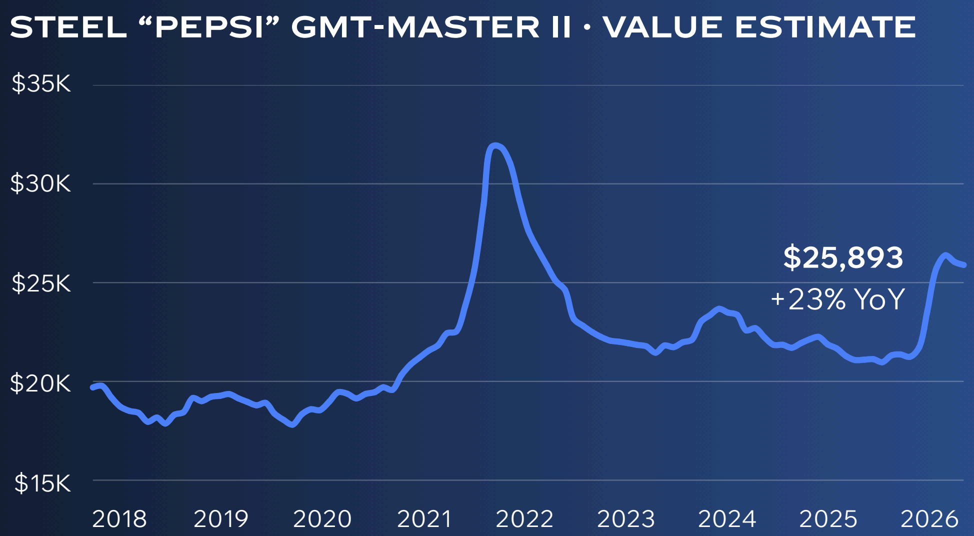
THE TAKEAWAY

Rolex is the largest brand on Chrono24, and its share has returned to 2019 levels. Rolex holds about 31% of Q2 2026 $ transaction volume, ahead of Omega (11%) in second place and Patek Philippe (about 6%) in third. Rolex's share peaked at 44.1% in early 2022 and has since settled near 30%, close to its level before the pandemic.

PRICES STABILIZED AFTER 2022, THEN TURNED UP AGAIN OVER THE PAST YEAR

The Rolex price index (top) and the steel "Pepsi" GMT-Master II value estimate (bottom)



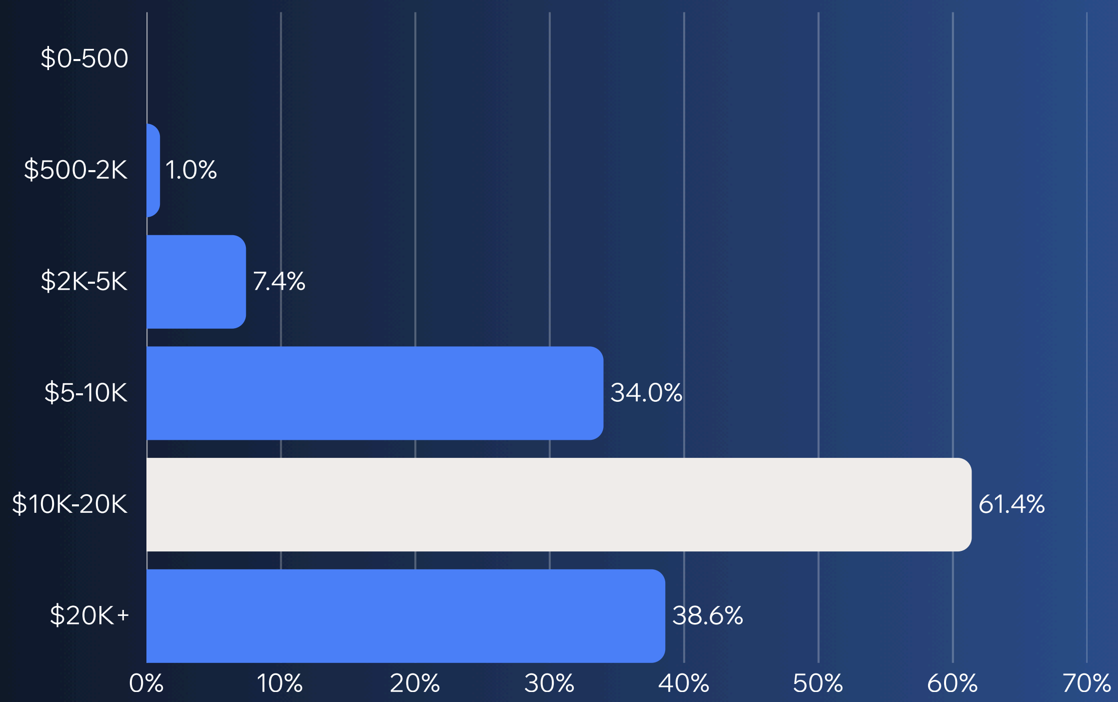


THE TAKEAWAY

Prices remain well above 2019 and have firmed again over the last 365 days, up roughly 7%. The index sits about 55% above its 2019 base. Individual references can move more sharply, mainly driven by scarcity: the steel "Pepsi" GMT-Master II is valued near $25K, about 23% above a year ago after its discontinuation.

ROLEX IS STRONGEST IN THE $10K-20K AND $20K+ SEGMENT

Rolex's share of Chrono24 $ transaction volume by price segment (2026 YTD)



Dollar bands are approximate equivalents of euro-defined segments (€1≈$1.08).

61.4%

of $10K-20K transaction volume, Rolex's core segment (Submariner, GMT-Master II, steel Daytona).

38.6%

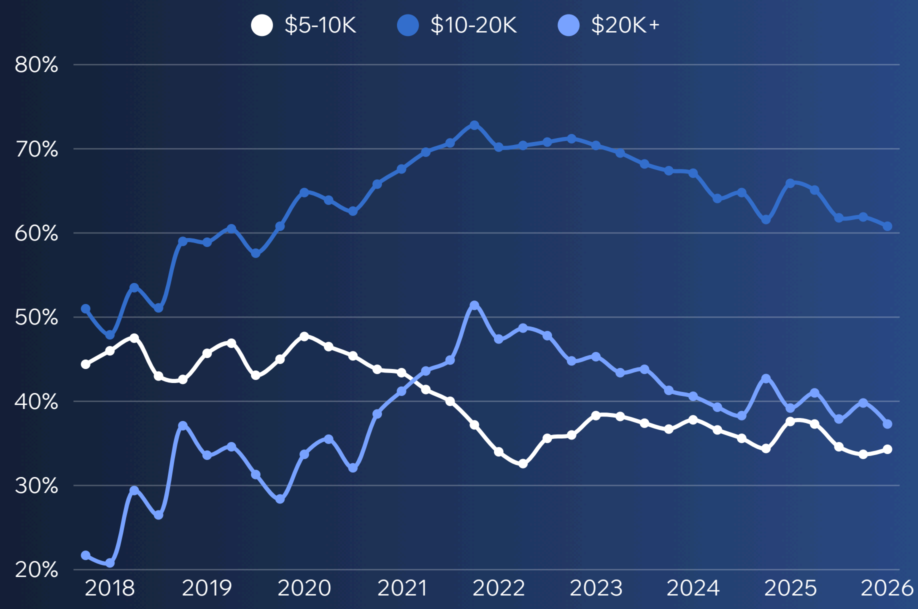
of the $20K+ segment: still the leader, though Patek Philippe, Audemars Piguet and a rising Vacheron Constantin are strong here.

THE TAKEAWAY

Rolex holds its largest market share in the segments above $10K. This is driven by nearly 61% of market share in the $10-20K tier and around 39% above $20K, which together represent the core segments of its line-up. In other segments, market share is more distributed across brands.

ROLEX'S SHARE HAS EASED ACROSS ALL SEGMENTS FROM ITS 2022 PEAK

Rolex's share of total Chrono24 $ transaction volume within price tiers (%)

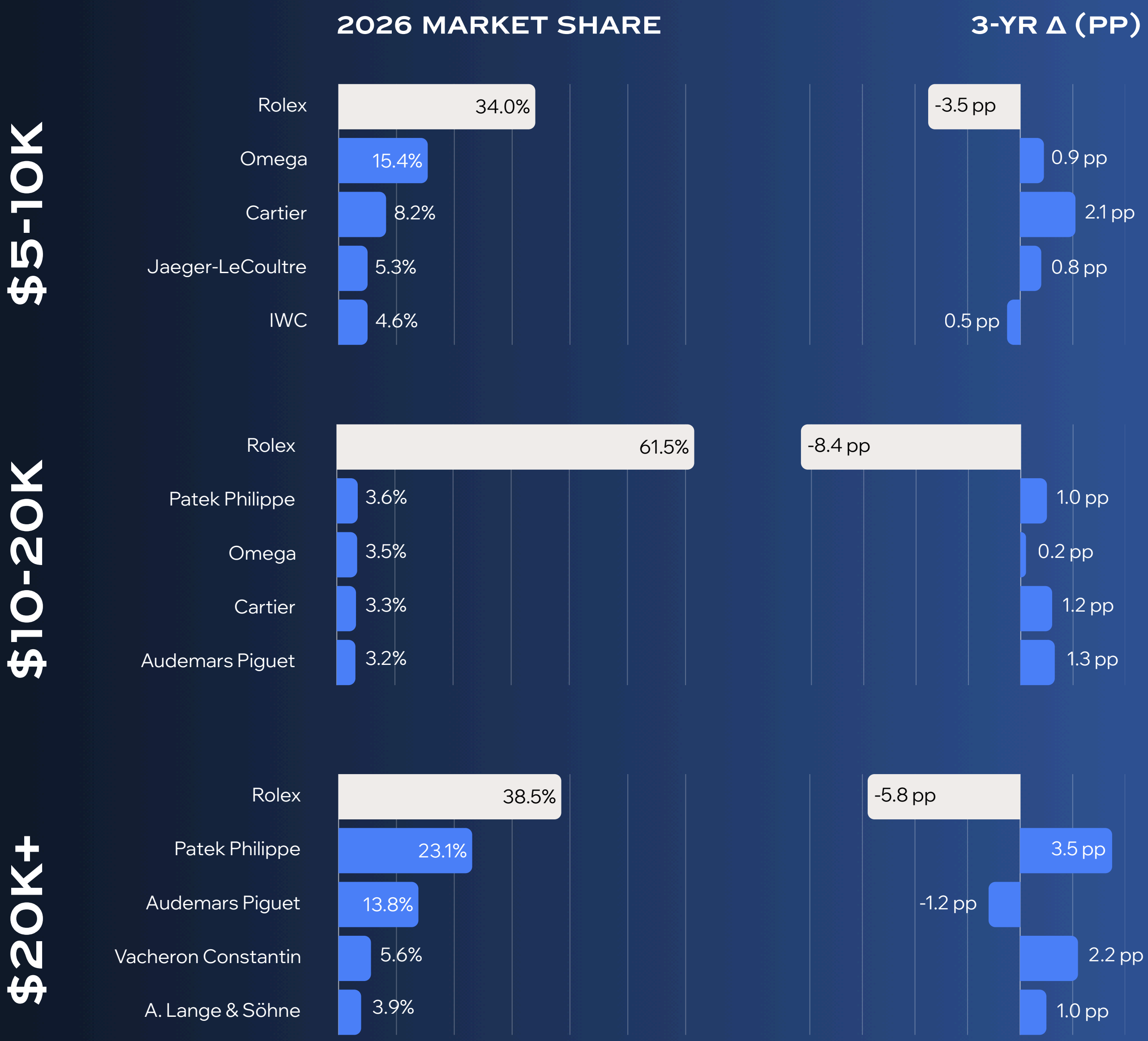


THE TAKEAWAY

Rolex leads all segments above $5K, but by a smaller margin than at the 2022 peak. In its core $10-20K tier it held over 70% at the 2022 peak; that has eased to roughly 61% as rivals recovered. The $20K+ segment has settled near 38% and the $5-10K tier near 34%.

02
THE COMPETITION

ROLEX LEADS EVERY SEGMENT, BUT HAS GIVEN BACK SHARE SINCE 2023



THE TAKEAWAY

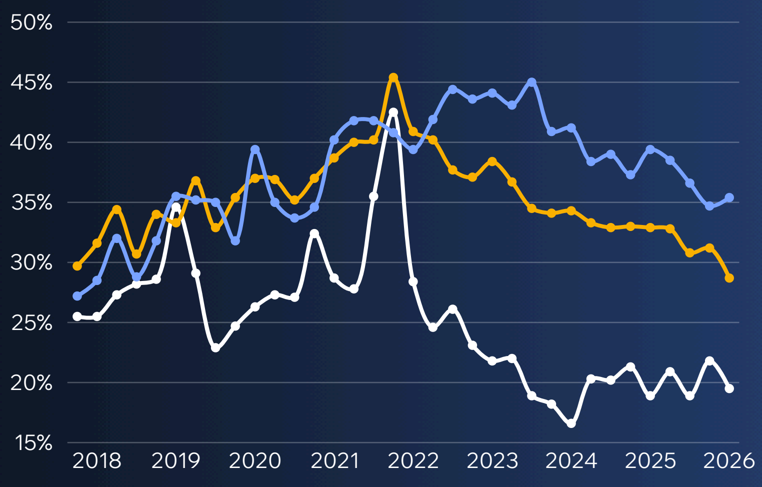
As Rolex's pandemic premium unwinds, its share has come down across the board for the last three years. The decline ranged from about 3 to 8 percentage points, steepest in the $10-20K segment (−8.4 pp). Cartier added the most in the $5-10K segment, while Patek Philippe and Vacheron Constantin gained in $20K+.

03
THE BUYER

How Rolex's buyers are changing, by age, gender and region.

ROLEX IS THE LARGEST BRAND ON CHRONO24; ASIAN DEMAND HAS SOFTENED

Rolex's share of Chrono24 $ transaction volume by buyer region, by quarter (%)



REGION	3-YR Δ (relative %)
North America	-20%
Europe	-25%
Asia	-11%

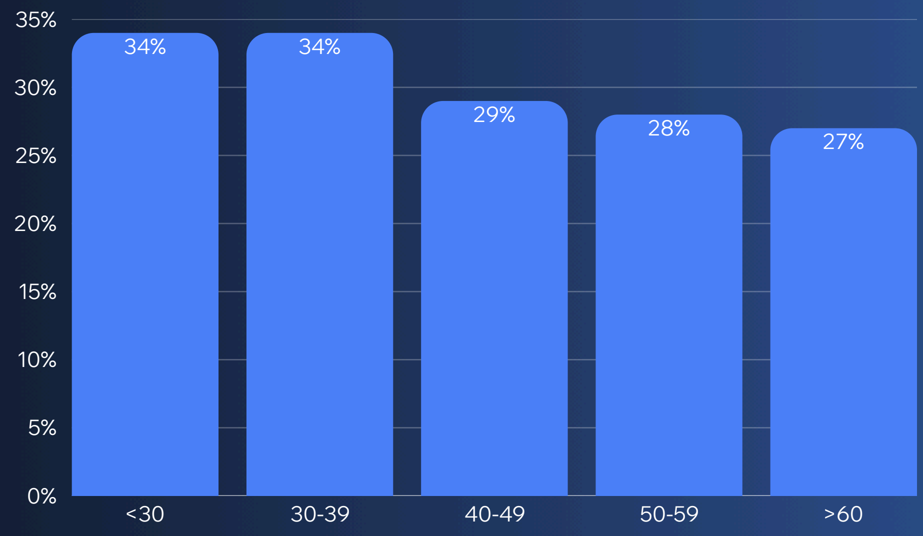
THE TAKEAWAY

Rolex has its strongest regional market share in North America with 35.4%. This marks a clear increase from around 27% in 2018. Europe has remained broadly stable at approximately 29%, while Asia's share has declined from the low 30s to around 20%.

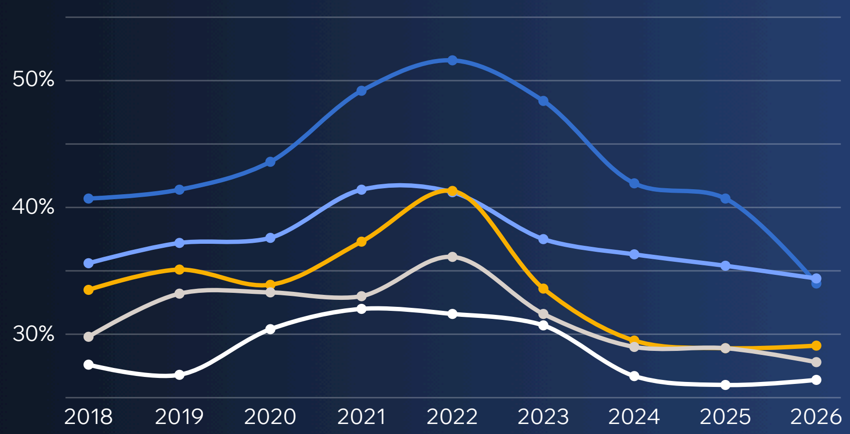
YOUNGER BUYERS FAVOR ROLEX MOST, BUT PULLED BACK SINCE 2022

Rolex's share of each age group's Chrono24 $ transaction volume (2026 YTD, and by year)

SHARE OF SPEND BY AGE · 2026



SHARE OF SPEND BY AGE GROUP, OVER TIME



AGE	3-YR Δ (relative %)
<30	-30%
30-39	-8%
40-49	-13%
50-59	-12%
>60	-14%

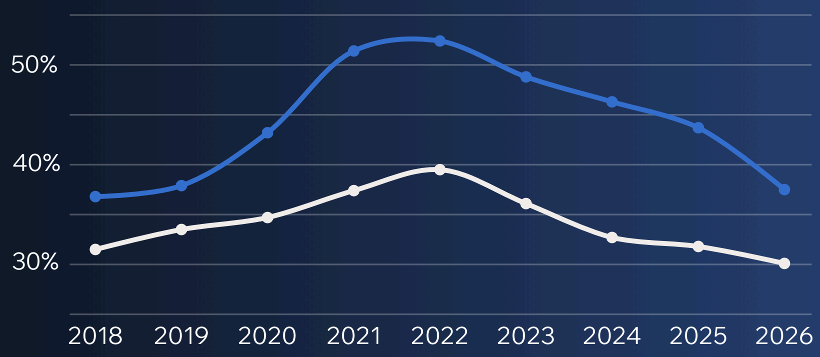
THE TAKEAWAY

Rolex's share is higher among younger buyers, but the under-30s have pulled back the most. Rolex captures about 34% of under-30s' spend versus 27% of the over-60s'. At the 2022 peak under-30s directed about 52% of their watch spend to Rolex; that has since fallen by roughly 30% over three years, the steepest decline of any age group.

WOMEN FAVOR ROLEX MORE THAN MEN, AND CHOOSE DIFFERENT MODELS

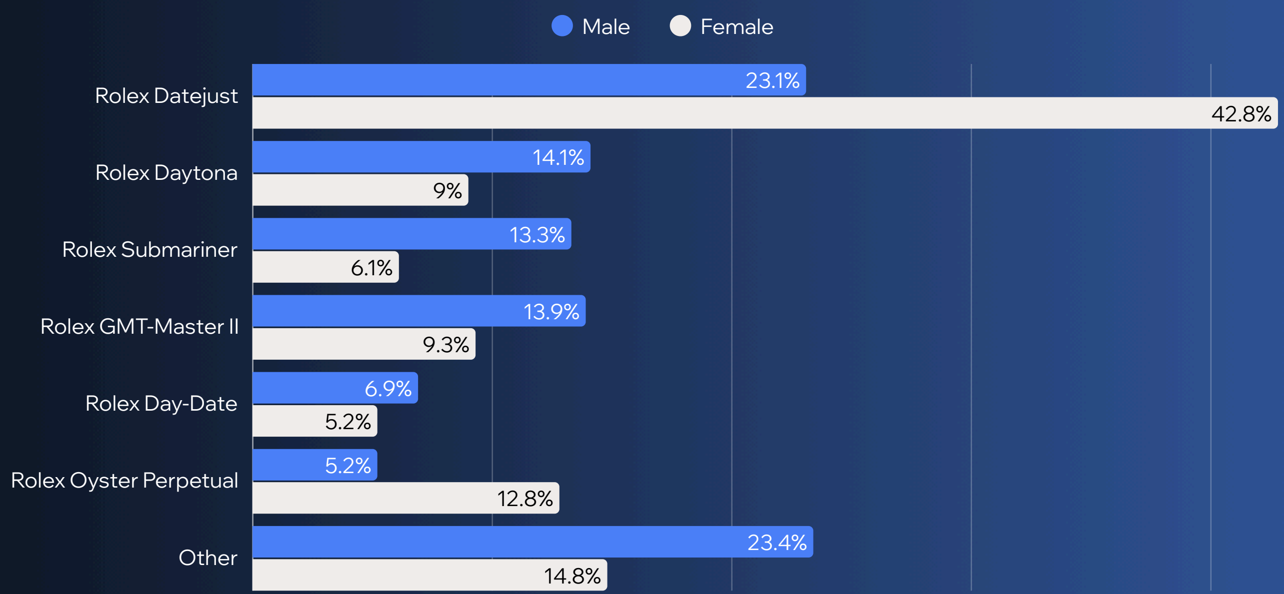
Rolex' share by buyer gender, and the collections each gender favors (2026 YTD)

SHARE BY GENDER, OVER TIME



GENDER	3-YR Δ (relative %)
Female	-23%
Male	-17%

COLLECTION SPLIT BY GENDER



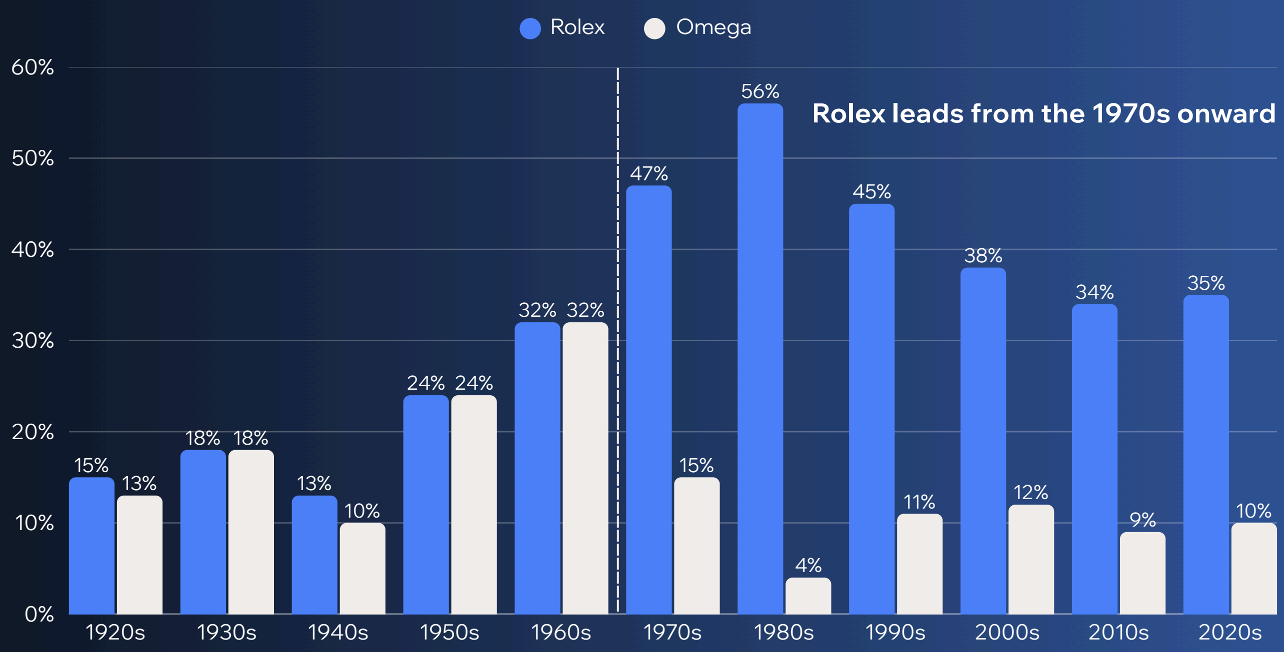
THE TAKEAWAY

Women devote a higher share of their watch spend to Rolex. Female buyers direct 37.5% of their watch spend to Rolex versus 30.1% for men. They concentrate on the Datejust and Oyster Perpetual, partly because these come in the smaller case options many buyers prefer. Both shares have normalized since the 2022 peak when women reached roughly 52%.

04
HERITAGE & COLLECTIONS

OLDER ROLEX AND OMEGA MODELS ARE NECK AND NECK; FOR LATER DECADES, ROLEX PULLS AHEAD.

Share of Chrono24 $ transaction volume by watch production decade for Rolex and Omega, as it's biggest competitor (2026 YTD, %)

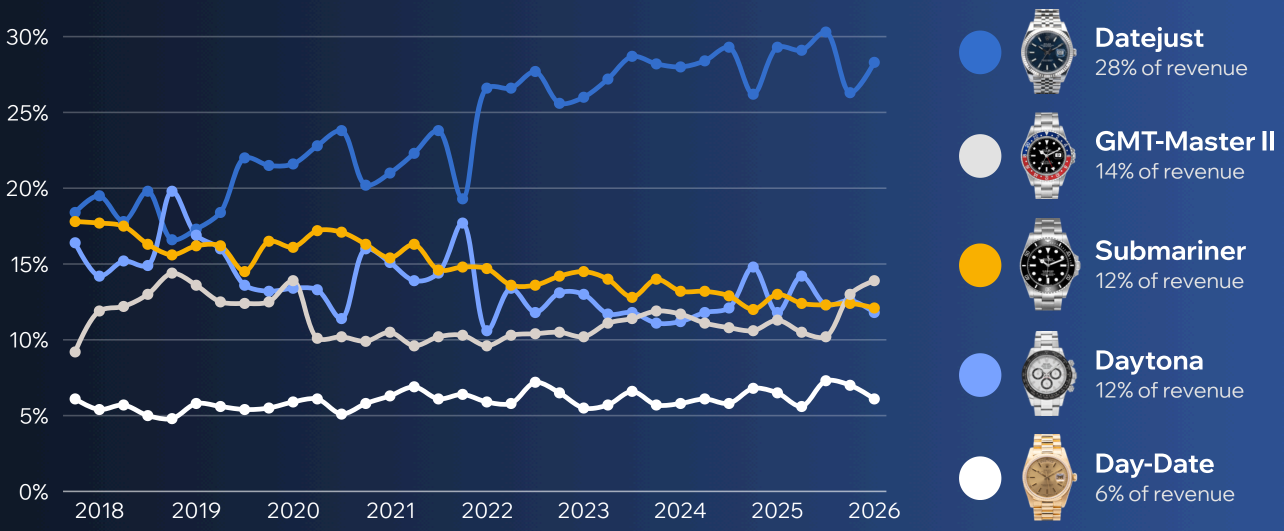


THE TAKEAWAY

For pre-1970 vintage, Rolex and Omega hold similar shares, but since the 1970s Rolex moves ahead. From the 1970s Rolex takes a larger share: 46.5% of 1970s value and 55.5% of the 1980s, versus 14.7% and 4.3% for Omega. Both brands run neck-and-neck until the 1970s, then Rolex takes over the modern era.

THE DATEJUST COLLECTION IS THE LARGEST CONTRIBUTOR TO ROLEX REVENUE

Contribution of top 5 Rolex collections to brand $ revenue, by quarter (%)



THE TAKEAWAY

The Datejust is the single largest revenue contributing collection. At roughly 28% of revenue, the Datejust is benefiting most from recent marketplace shifts toward Gen Z buyers and dressier tastes. The Submariner, GMT-Master II and Daytona together make up close to 38%, with the GMT-Master II the recent standout.

EVEN THOUGH THE DATEJUST IS THE MOST SUCCESSFUL COLLECTION, THE BEST-SELLING REFERENCES ARE STEEL SPORTS MODELS.

Top Rolex references by transaction volume on Chrono24 (2026 YTD) ·
% = year-on-year price change

“BATMAN”

GMT-Master II
126710BLNR

$17,180

+6.3%

“PEPSI”

GMT-Master II
126710BLRO

$25,893

+23.0%

SUBMARINER DATE

126610LN

$13,510

+3.3%

“BRUCE WAYNE”

GMT-Master II
126710GRNR

$19,580

+2.9%

SUBMARINER

124060

$12,360

+4.5%

“STARBUCKS”

Submariner Date
126610LV

$14,430

+0.7%

DAYTONA

116500LN

$29,710

+6.7%

GMT-MASTER II

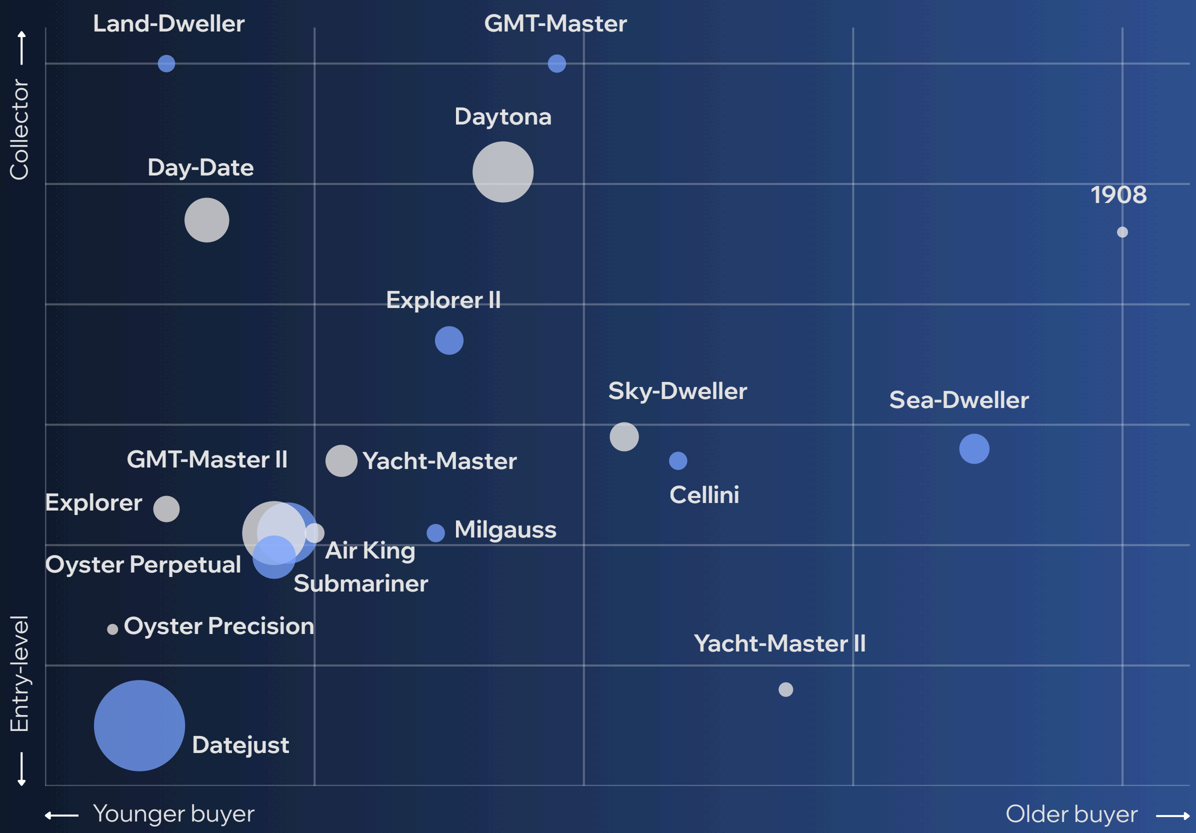
16710

$12,440

+2.9%

ENTRY MODELS ATTRACT YOUNGER BUYERS; HIGHER-PRICED MODELS SKEW TO OLDER BUYERS

Each bubble = a Rolex collection · size = share of brand revenue (2026 YTD)



Entry-level vs. collector reflects how many watches a buyer had purchased on Chrono24 before this one.

THE TAKEAWAY

Accessible models are the common entry point; higher-priced models skew to older buyers. The Datejust and Oyster Perpetual are the common entry points. As collectors mature, they move to the Daytona and vintage GMT-Master while the Sea-Dweller and 1908 draw the oldest buyers. The Day-Date and the new Land-Dweller are the outliers: collector-grade pieces that still attract younger buyers.


ROLEX

HOW THIS REPORT WAS BUILT

Data provenance, definitions & disclaimers

DATA SOURCE

Built on several million completed transactions (actual watches that changed hands) across Chrono24's global marketplace, covering 2018 to Q2 2026 (2026 figures are year-to-date through Q2). Price segments are euro-defined bands shown at approximate dollar equivalents.

WHAT WE MEASURE

Share of $ transaction volume (sold value) overall and by price tier, buyer region, age and gender; the Rolex price index, a consistent basket of high-volume references rebased to 1,000 on 1 Jan 2019; collection revenue mix; production-decade footprint; brand share by price segment; and top-selling references by $ transaction volume. The collection buyer-profile chart uses an internal index (buyer type and age) for relative positioning.

HOW WE CALCULATE

Values are based on sold value, converted at the exchange rate at the time of each transaction. Competitive and buyer changes are measured over three years (versus 2023). Buyer age and gender are derived from Chrono24 account data where available. Lower-volume segments can show higher short-term fluctuation.

SCOPE & SOURCING

Figures describe activity on Chrono24 and may differ from the wider secondary market.

CHRONO24