

EveryWatch releases the 2024 Fall Auction Season Report: Geneva Edition - What to expect for New York and Hong Kong

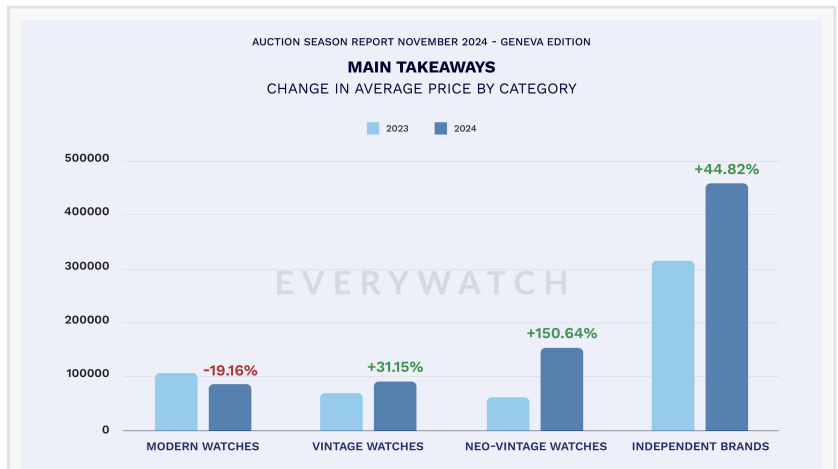
With \$114M in total sales, this auction season reveals new trends shaping the watch-collecting market.

GENEVA, SWITZERLAND, December 9, 2024 /EINPresswire.com/ -- [EveryWatch](https://www.everywatch.com), the leading global watch insights platform, is proud to unveil its Auction Season Report November 2024: Geneva Edition. The report highlights shifts in watch collectors' preferences, with neo-vintage and vintage watches topping the auctions and the continued rise of independent watchmakers.

EveryWatch's comprehensive analysis draws from data across leading auction houses, including Phillips, Christie's, Sotheby's, and Antiquorum.

Key Findings from the 2024 Geneva Fall Auction Season:

- Neo-Vintage Dominance: Sales of the neo-vintage watches surged by 123%, with average prices climbing 151% year-over-year, making neo-vintage the fastest-growing segment.
- Vintage Market Resilience: Achieving an 89% sell-through rate and a 31% rise in average prices from 2023, vintage timepieces continue to attract collectors seeking historical significance.
- Independent Brands Rise: F.P. Journe led the charge with the highest-selling lot, the Tourbillon Souverain à Remontoire d'Égalité, fetching \$8.3M.
- Material and Design Shifts: Yellow gold watch cases (+39.3%) overtook the stainless steel cases



EveryWatch Geneva Auction Report November 2024 Watch Sales Trends



EveryWatch New York 2024 Watch Auction - Top Lots by Estimate Sale Price

(-48.8%) in popularity, while collectors showed a preference for smaller case sizes (36-40mm) and leather straps over bracelets.

Standout Brands and Lots:

- Patek Philippe maintained its leadership, contributing over US\$35.6 million in sales, with eight of the 19 million-dollar lots.
- Rolex followed closely, with standout pieces like the Daytona Rainbow selling for US\$6.2 million, the second-highest price ever achieved for a Rolex.

HONG KONG AUCTION SEASON
TOP LOTS BY ESTIMATED SALE PRICE

 AUDEMARS PIGUET Royal Oak Perpetual Calendar 25820ST.00.09445T.03 56K - 91K USD Antiquorum	 ROLEX Chronograph 4767 28.5K - 51.4K USD Antiquorum	 GIRARD-PERREGAUX 99193 25.6K - 51.3K USD Bonhams	 ROLEX Daytona 6238 22.8K - 34.1K USD Antiquorum	 ROLEX Day-Date 36 118238 14.1K - 25.6K USD Bonhams
 BAUME & MERCIER Hampton 10641 7.7K - 15.4K USD Bonhams	 CARTIER Tonneau 8.7K - 12.8K USD Antiquorum	 AUDEMARS PIGUET Classique 15163 6.4K - 12.8M USD Bonhams	 ROLEX Submariner 5513 7K - 11K USD Antiquorum	 EBEL 1911 Chronograph 8134901 6.9K - 10.6K USD Antiquorum

EveryWatch Hong Kong 2024 Watch Auction - Top Lots by Estimate Sale Price

The full [EveryWatch Auction Season Report November 2024: Geneva Edition](#) is now available for download at EveryWatch.

What Lies Ahead: Emerging Trends in Watch Collecting

With EveryWatch's 2024 Geneva Auction report revealing the shifts in the watch industry, this year's auctions have demonstrated a heightened interest in rare complications, signalling that collectors are seeking individuality over mainstream appeal.

To assist collectors and enthusiasts, EveryWatch's platform offers detailed analysis and tools to track watches of interest and evaluate what's next for this exciting auction season.

About EveryWatch

EveryWatch is the premier global platform for watch insights, providing collectors, enthusiasts, and professionals with unparalleled access to historical and current market data. Tracking over 4 million watch sales from 850+ auction houses and marketplaces, EveryWatch uses advanced analytics and AI-driven tools to empower informed decisions in buying, selling, and collecting.

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