

# Bob's Watches' 15-Year Rolex Market Analysis Highlights Rolex Prices, Validating Luxury Watches as Wearable Investments

NEWPORT BEACH, CA, UNITED STATES, July 10, 2025 /EINPresswire.com/ -- Bob's Watches, the world's first and largest [pre-owned Rolex](#) marketplace, today announces the publication of its definitive "Bob's Watches' 15-Year Sales Data Reveals True Rolex Prices" report. Drawing on more than a decade of actual transaction data, the report uncovers how average Rolex prices have climbed by over 550%, from roughly \$2,000 in 2010 to \$13,426 in 2025, providing buyers and sellers with unrivaled insights into used Rolex values, market trends, and timing strategies.

## Key Highlights:

- **Unmatched Market Transparency:** Analysis of every completed sale gives collectors and first-time buyers confidence in [sell my Rolex](#) valuations, rather than relying on theoretical guides.

- **Top-Performing Models:** The report confirms sport-watch icons like the Rolex Submariner, Rolex GMT-Master II, and Rolex Daytona as blue-chip assets—each delivering triple-digit appreciation.

- **Dress Watch Strength:** Even classic lines such as the Rolex Datejust and Rolex Day-Date posted strong gains, proving that women's Rolex models and conservative styles can be reliable stores of value.



Rolex GMT-Master II, Rolex Submariner, Rolex Datejust



Rolex Datejust, Rolex Daytona, Rolex Submariner

- Investment vs. Real Estate: Tangible, liquid, and insurable for a fraction of their worth, Rolex watches stack up favorably against property and traditional financial assets.

“Our 15-year data proves that a used Rolex is more than just a timepiece—it’s a liquid asset you can wear,” said Paul Altieri, CEO of Bob’s Watches. “Whether you’re looking to buy a Rolex for yourself or sell your Rolex to fund your next investment, this report gives you the hard numbers you need.”

## Why This Matters for Watch Enthusiasts & Investors

In an era when [luxury watches](#) are increasingly recognized as alternative investments, Bob’s Watches’ proprietary analysis arms enthusiasts with actionable market timing intel. From surge-era peaks in early 2022 to the mid-2025 stabilization, the report deciphers both volatility and long-term growth patterns across all key collections—from Rolex Oyster Perpetual to Rolex Yacht-Master.

## About Bob’s Watches

Founded in 2010 and headquartered in Newport Beach, California, Bob’s Watches pioneered transparent pricing in the pre-owned Rolex market. As an authorized licensed dealer and licensed watch buyer, Bob’s Watches empowers customers to buy, sell, and trade luxury watches, offering full authentication, free overnight shipping, and industry-leading customer support.

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