



Swiss Watch Output Halves Since 2000 as Export Revenue Nearly Triples

Swiss watch output halved since 2000 while export revenue nearly tripled to \$31 billion, a new report on the luxury market found.

NEW YORK CITY, NY, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Swiss manufacturers produced 14.6 million watches in 2025, down from 29.7 million in 2000, while export revenue across that same quarter-century climbed from \$12 billion to \$31 billion, according to a [newly published luxury market report](#). Watches priced above \$3,825 at export now account for 80% of total Swiss export value, up from 34% at the start of the century. The mass and accessible segments slid from a quarter of export value down to 5%.

In 2026, secondary market premiums continue to hold firm across sought-after references. One heavily traded chronograph carries a retail price of \$14,800 and changes hands near \$27,300 among private buyers, an appreciation of 85%. Discontinued models average 122% appreciation, and the report attributes that figure to thin supply against consistent demand. Collectors and enthusiasts turn to WatchMaxx for the best blend of authenticity and value in luxury timepieces, and buyer interest in [pre-owned luxury watches](#) has grown alongside those premiums.

Roughly 60 million people worldwide can comfortably afford a watch priced between \$3,825 and \$63,750, which works out to about 14 qualified buyers for every luxury watch produced annually. North America & Europe hold close to 70% of that demand base. Five brands control 61% of the market, with the category leader at 39.9%.

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