



**TIME TO WATCHES** MARCH 28 – APRIL 01, 2023  
HEAD – Genève

**THE BILLIONAIRE WATCH BRANDS**

DATA

Español  
By Europa Star  
APRIL 2019

Seven Swiss brands exceed one billion in annual revenues. US investment bank Morgan Stanley, in collaboration with Swiss consultant agency LuxeConsult, published its recent report on the state of the watch industry. Rolex remains firmly number one.

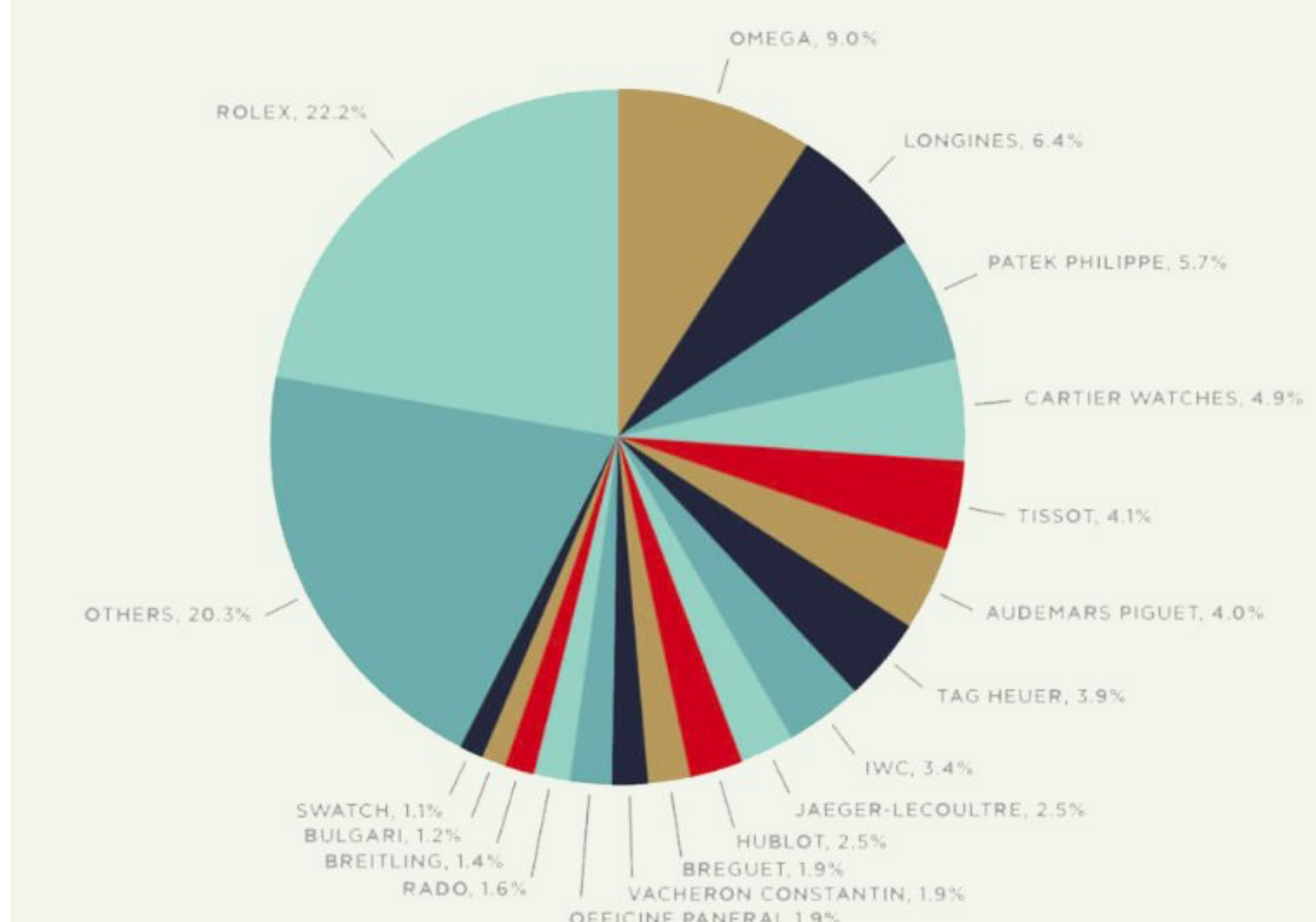
As most of the leading watch brands are either privately owned or gathered in a broader "watch categories" when they belonged to global luxury groups, it is hard to find official data on their annual revenues. Two reports are hence much expected every year, as they assess the respective turnover of the major brands: the Deloitte watch report by analyst René Weber (read our interview here) and the Morgan Stanley watch report in collaboration with LuxeConsult's Olivier R. Müller.

The report features 7 watch brands whose turnover exceeded 1 billion in 2018, with Rolex, Omega and Cartier on top, by highlighting that these 7 companies' overall growth is close to 9% (in comparison with 6,3% for the whole industry in 2018 further to FH).

Group	Brand	Sales (CHF m.)	Implied retail value (CHF m.)	Average price per watch
Rolex	Rolex	5'050	11'550	12'200.-
Swatch Group	Omega	2'340	4'650	5'900.-
Richemont	Montres Cartier	1'660	2'500	1'600.-
Swatch Group	Longines	1'650	3'300	6'200.-
—	Patek Philippe	1'350	2'900	53'300.-
Swatch Group	Tissot	1'050	2'100	750.-
—	Audemars Piguet	1'030	2'000	50'000.-

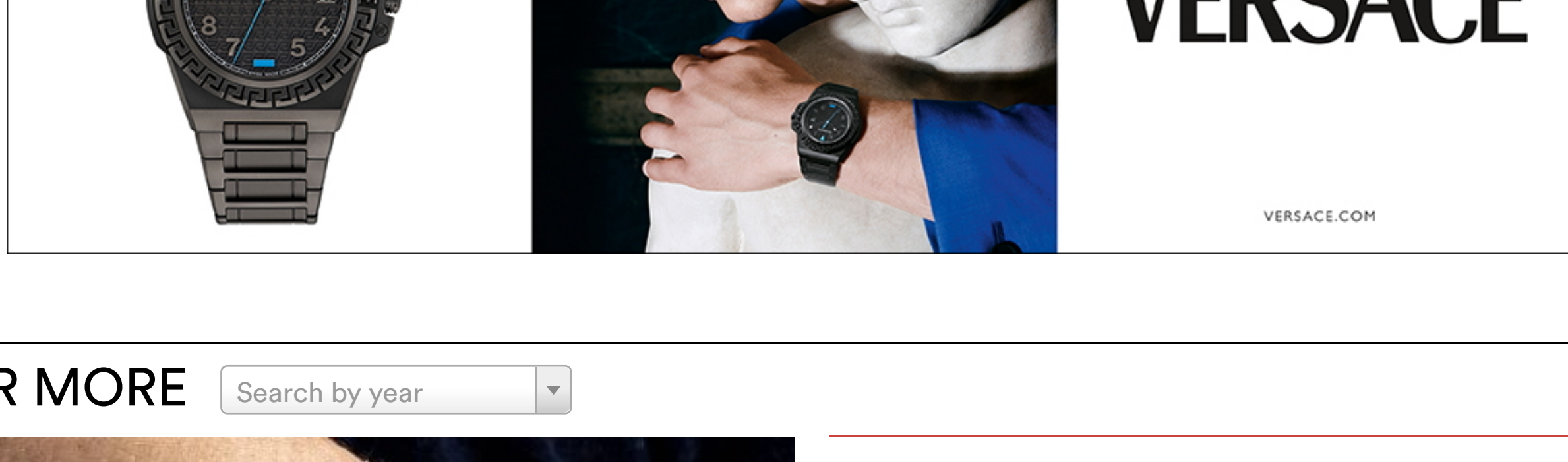
Source: LuxeConsult, Morgan Stanley Research

The average price for the independents remains quite high, with CHF 12,200 for a Rolex to CHF 50,000 for an Audemars Piguet, or CHF 53,300 for a Patek Philippe, rising to CHF 139,000 for a Richard Mille.



Source: LuxeConsult, Morgan Stanley Research

Audemars Piguet Code 11.59



FOR MORE



**EBEL POISED TO TAKE ADVANTAGE OF THE SPORT-LUXE TREND**

INTERVIEW  
DÉCEMBRE 2022

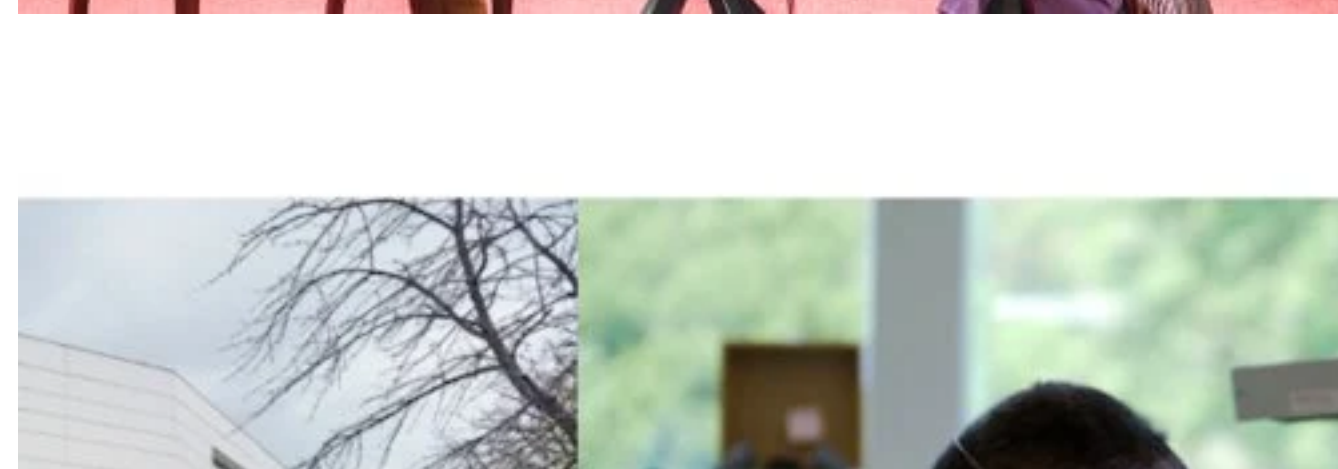
If there is one brand that should be capitalising on a segment that has the industry in its thrall, that brand is Ebel – a name synonymous with sport-luxe (...)



**EBAY LAUNCHES A NEW WATCHES WORKSHOP SERIES**

DECEMBER 2022

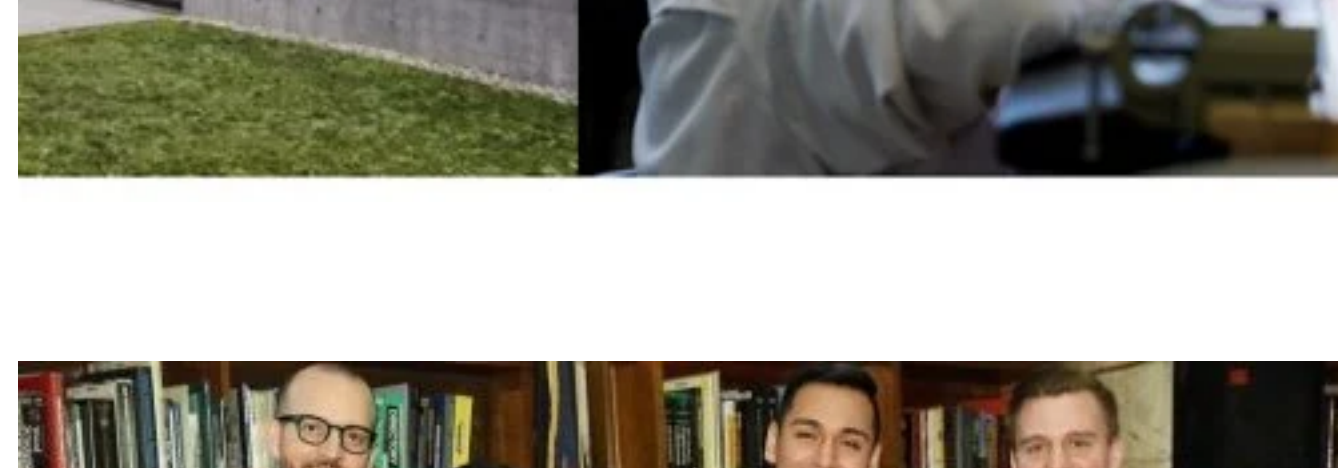
The company premiered its newest series where two watch savants, Rich Reichbach from Time Titans and Brynn Wallner from Dimepiece, share their top (...)



**LOUIS VUITTON: A NEW WATCH PRIZE FOR INDEPENDENT CREATIVES**

DECEMBER 2022

The Prize, to be awarded on a biennial basis, is open to all: watchmakers, designers, entrepreneurs, recent graduates, creatives from all around the world. (...)



**HSNY ANNOUNCES \$10K AWARD FOR SCHOOL WATCHES**

NOVEMBER 2022

The Horological Society of New York just announced a new financial aid initiative — the Simon Willard Award for School Watches — which awards watchmaking (...)



**NORWEGIAN EXPLORER BØRGE OUSLAND BECOMES A ULYSSE NARDIN "ULYSSES"**

NOVEMBER 2022

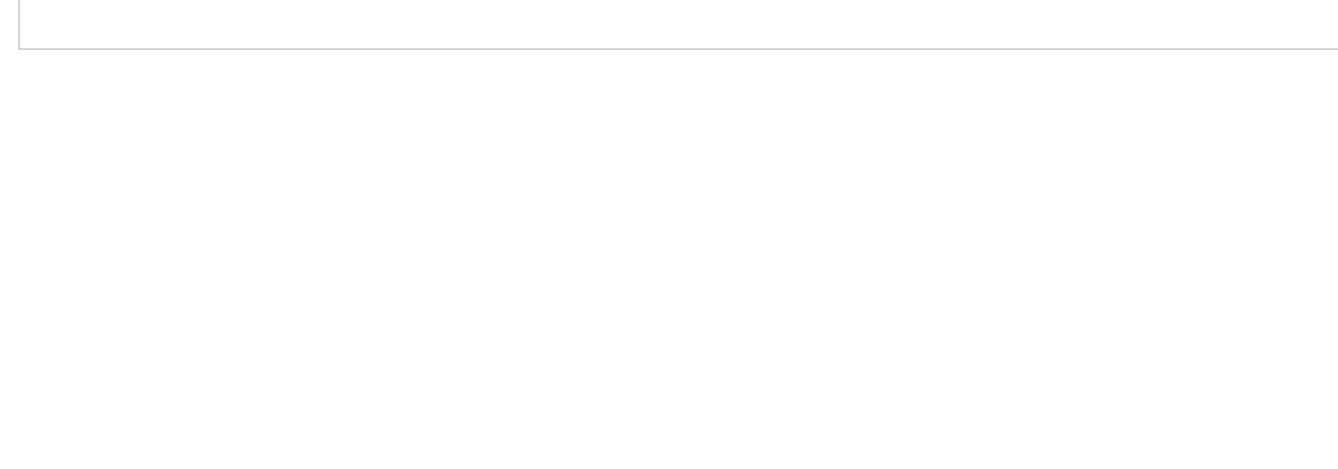
Traversing some of the most inhospitable terrain on the planet, Børge has proven himself to be one of the most accomplished legendary polar explorers in (...)



**WATCHTIME DÜSSELDORF CLAIMS SUCCESS FOR ITS NEW EDITION**

NOVEMBER 2022

This year's third edition of WatchTime Düsseldorf brought more than 35 brands from Germany, Switzerland, Austria and France to the Rheinterrasse, and more (...)



**BINGHATTI AND JACOB & CO PARTNER TO DEVELOP ULTRA-LUXURY DUBAI SKYSCRAPER**

NOVEMBER 2022

Uniting their rich heritage and iconic architectural and horological codes, power brands Binghatti and Jacob & Co introduce their ultra-luxury Dubai (...)



**THE CHANGING FACE OF WATCH THEFT IN-DEPTH**

NOVEMBER 2022

A few years ago Europa Star ran a special feature on security in the watch sector (available to subscribers in our archives: Switzerland 4/2015). We took (...)



**GPHG 2022: MB&F WINS THE "AIGUILLE D'OR"**

NOVEMBER 2022

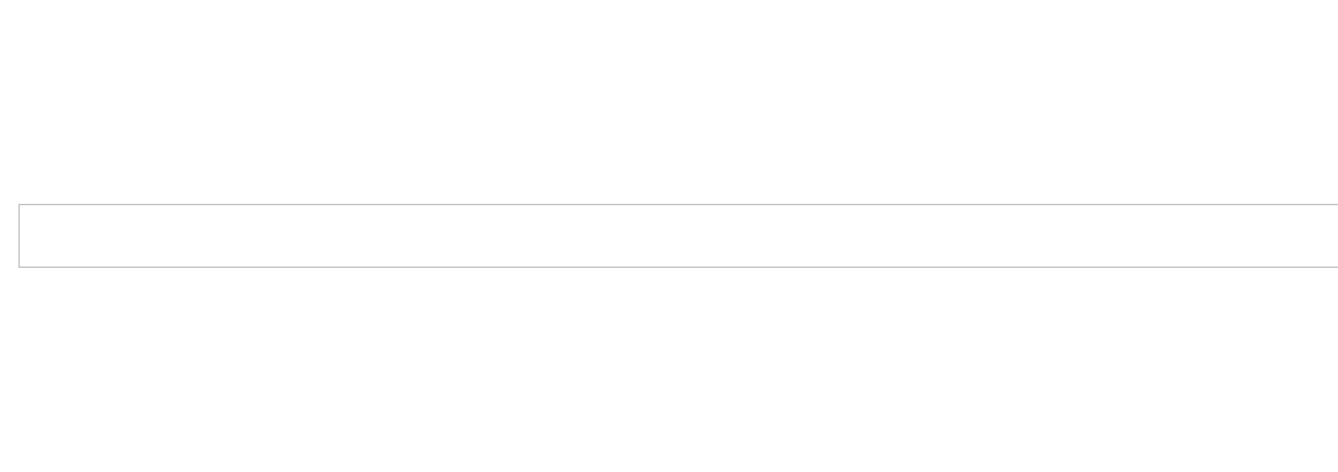
Akrivia, Bulgeri, Grand Seiko, Ferdinand Berthoud, Grönefeld, H. Moser & Cie, Hermès, Krayon, M.A.D. Editions, Parmigiani Fleurier, Sylvain Pinaud, TAG (...)



**RECORD ATTENDANCE AT THE 8TH SALON OF EXCEPTIONAL WATCHES**

NOVEMBER 2022

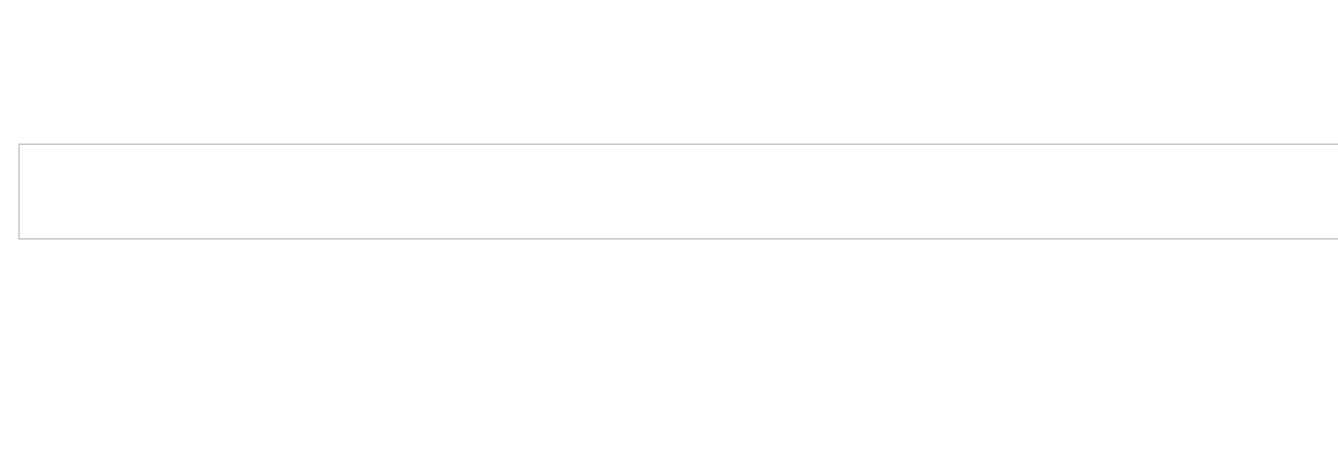
Almost three thousand people graced the splendid premises of the neo-Renaissance Zofin Palace in Prague with their visit. The reason was the 8th annual SEW (...)



**MONACO LEGEND GROUP HAS STRONG AUTUMN SALE WITH €17 MILLION TOTAL RESULT**

OCTOBER 2022

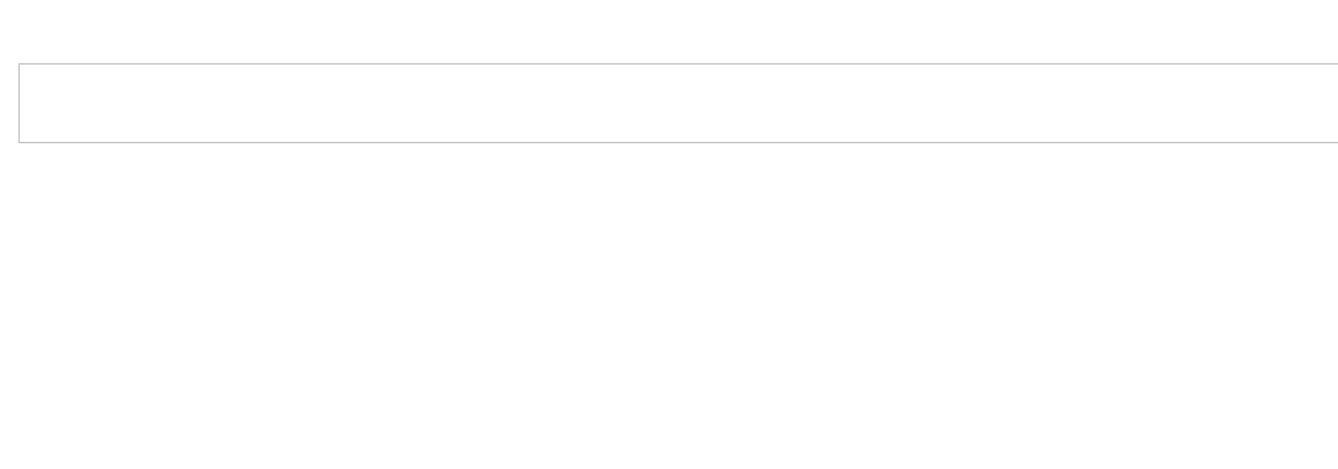
Monaco Legend Group demonstrated the healthy state of the watch market with its October 2022 Exclusive Timepieces sale that realised a €17 million total. (...)



**WATCHES AND WONDERS CREATES ITS OWN FOUNDATION SHOWS**

OCTOBER 2022

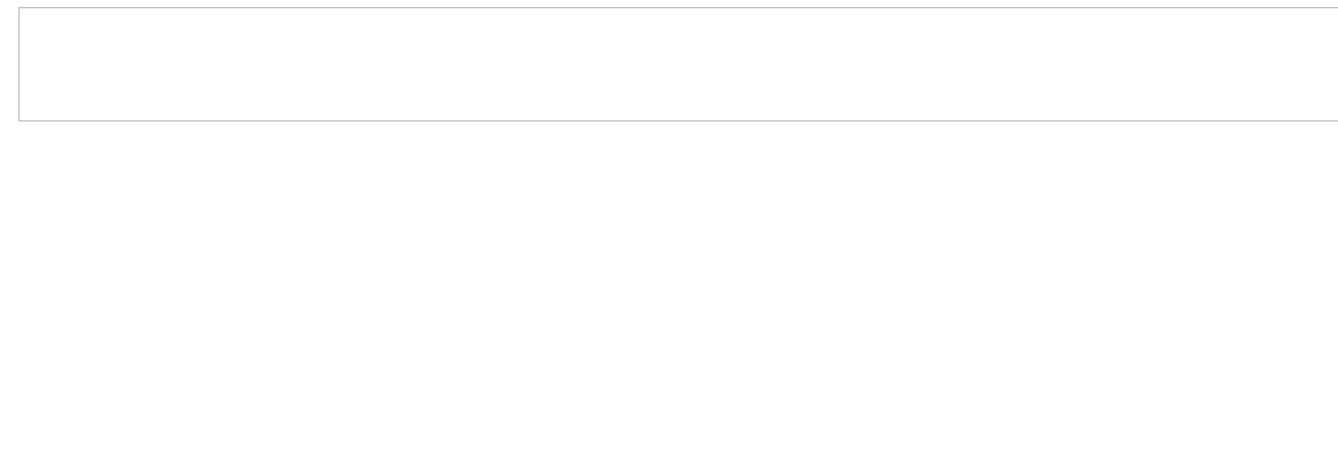
Rolex, Richemont and Patek Philippe have decided to create the Watches and Wonders Geneva Foundation (WWGF), a not-for-profit foundation based in Geneva. (...)



**WHO ARE THE WINNERS OF THE LUXURY INNOVATION AWARDS 2022?**

OCTOBER 2022

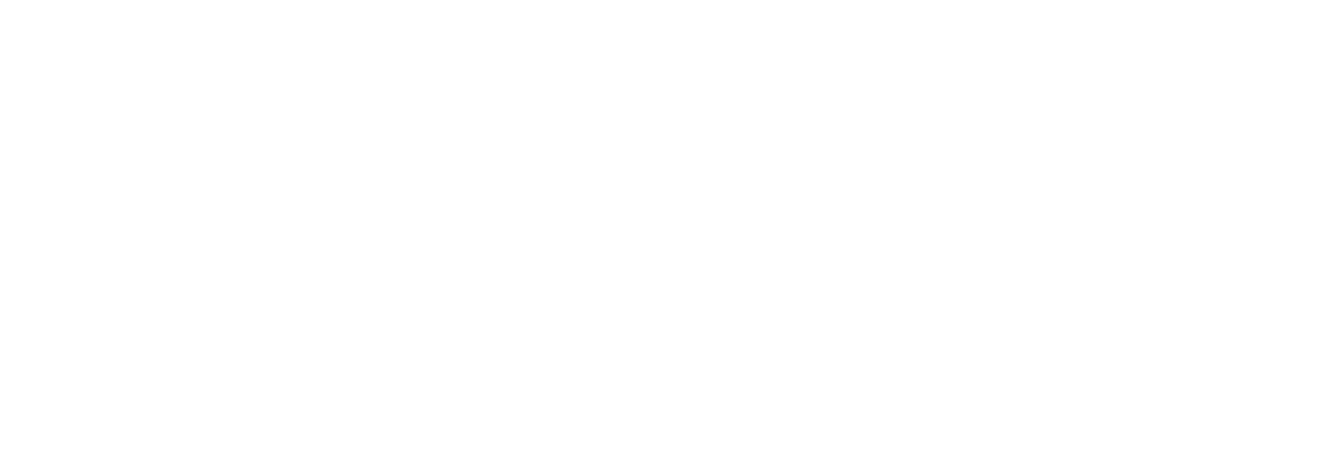
Five winners of the Luxury Innovation Awards 2022 edition were announced from 122 entries from 21 countries at the Summit, selected by an international (...)



**LUXURY INNOVATION SUMMIT: IT STARTS TODAY!**

OCTOBER 2022

The international conference brings together luxury brands, startups and investors in Geneva on October 19-20.



**PRESENTING THE 8TH SALON EXCEPTIONAL WATCHES IN PRAGUE EVENTS**

OCTOBER 2022

The annual show will take place on 21 and 22 October 2022 at the Zofin Palace in Prague. It will bring together a selection of international watch brands, (...)



**"WITH THE GPHG ACADEMY, WE'VE ENTERED A NEW DIMENSION"**

INTERVIEW  
OCTOBER 2022

The watch industry would be well advised to come together to promote its image around the world. This has been the mission of the Grand Prix d'Horlogerie de (...)



THE EUROPA STAR NEWSLETTER