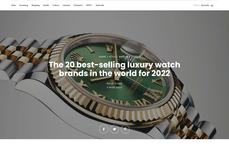


The 20 best-selling luxury watch brands in the world for 2022

Jack Lewis

Vivat 2022 | Gigant korzystający z kwarcowego...

0 / 21

Despite operating as a sphere defined by old-school values of loyalty, luxury and craftsmanship, the watch industry will, like many others, emerge from the pandemic both largely the same in appearance yet fundamentally altered. 2020 has, perhaps more than any other year, demonstrated that the luxury watch industry is resilient, with Swiss watch exports increasing by a phenomenal 20% relatively steadfast thanks to new celebrated partnerships and seminar with the times, while those falling back continue to lose more and more ground.

Nonetheless, the power dynamics in the watch game are constantly shifting, with brands vying for the world's attention as they attempt to gain a leg up in the marketing stakes and establish themselves as the coolest luxury watch brand, with the release of the little-revered report of the Swiss watches by Morgan Stanley and watch industry expert Jonathan Cheng revealing the top-selling luxury watch brands in the world for 2022.

Once again, predictably, it was Rolex who claimed the metaphorical crown as the most powerful watch brand in the world. The Swiss icon, which thanks to the million plus watches it makes and distributes annually, has been the most powerful watch brand in the world for a long time and almost the world's largest by the sort of the five years the report has been released.

Second was Cartier, which no doubt off the back of its classic watches being seen on countless celebrities both male and female over the last couple of years knocked Omega off the second place spot it has held for the last five years. This comes despite the latter taking high off of a couple of years of strong sales thanks to their links with the anniversary moon landings and the new set Thus, Meanwhile the overtaking prestige of brands like Patek Philippe, Longines and Hublot, which have been growing in popularity in the last decade, underscores the growing popularity of the Swiss & Co. collab Nautilus, experienced at the expense of the Swiss institutions of the crown Nautilus (or, no matter).

So, what are the most impactful brands of watch to have on your wrist right now? Check out the top 20 below.

1 / 21

1. Rolex

2 / 21

2. Cartier

3 / 21

3. Omega

4 / 21

4. Audemars Piguet

5 / 21

5. Longines

6 / 21

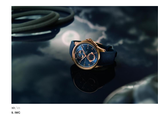
6. Patek Philippe

7 / 21

7. Richard Mille

8 / 21

8. Tissot



9 / 21

9. IWC

10 / 21

10. TAG Heuer

11 / 21

11. Breitling

12 / 21

12. Hublot

13 / 21

13. Vacheron Constantin

14 / 21

14. Jaeger-LeCoultre

15 / 21

15. Tudor

16 / 21

16. Panerai

17 / 21

17. Van Cleef & Arpels

18 / 21

18. Chopard

20 / 21
19. Hermes

21 / 21
20. Bulgari

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