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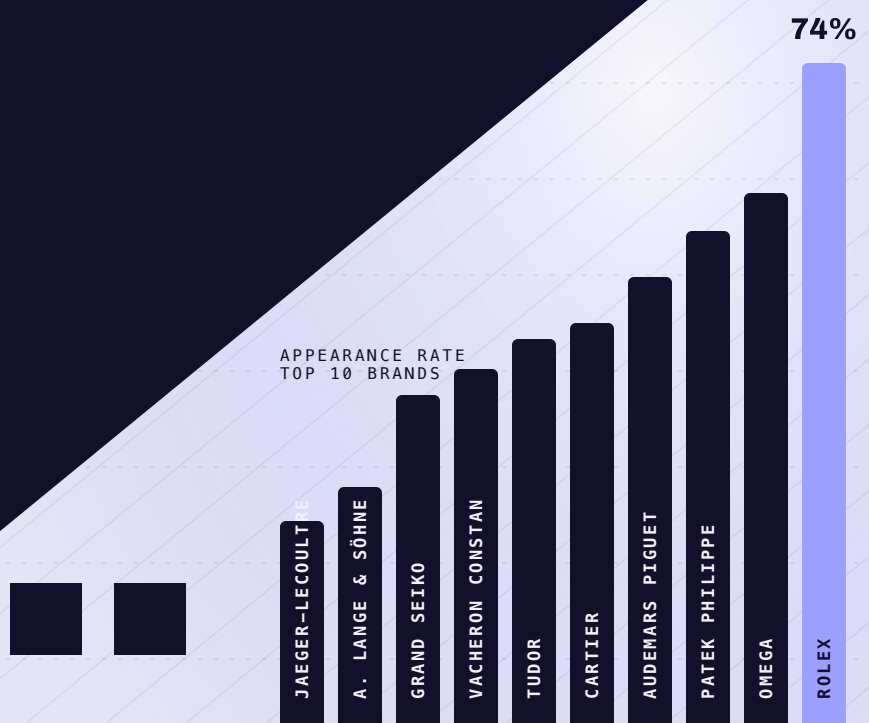
LUXURY WATCHES INDEX 2.0

Which watch brands AI engines name
288 AI answers · November 1, 2026

Measured :
November 1, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 47 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Rolex leads. No other brand is within its margin.

Rolex: 213/288 (74.0%; 95% interval 68.6–78.7%). Omega: 171/288 (59.4%; 95% interval 53.6–64.9%).

Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

74%
of answers named Rolex, the most-named (213 of 288)

31
tracked brands named at least once (of 31)

69.1%
of Google searches showed an AI Overview (47 of 68)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 07
04 How the engines differ 08
05 Google AI Overviews 09
06 Leaders by question 10
07 Who the engines cite 11
08 Improving AI visibility 13
09 Questions people ask 14
10 Methodology 15
A Appendix: the 24 questions 16

KEY FINDINGS

01 What the data shows

MEASURED LEADERS

Rolex

Rolex leads this measured set. Rolex: 213/288 (74.0%; 95% interval 68.6–78.7%). Omega: 171/288 (59.4%; 95% interval 53.6–64.9%).

NAMED FIRST

90/288 (31.2%)

Rolex was the first brand named in 90 of 288 answers, more than any other tracked brand. Its average first position was 2.7.

CLAUDE SKEW

39/72 (54.2%)

Claude named Tudor in 39 of 72 answers. The other engines named it in 28 to 29 of 72.

CLAUDE SKEW

52/72 (72.2%)

Claude named Omega in 52 of 72 answers. The other engines named it in 35 to 43 of 72.

OWN-SITE CITATIONS

7/285 (2.5%)

Rolex's own domains were cited in 7 of 285 grounded answers, more than any other tracked brand. TAG Heuer followed at 6 of 285. 18 of 31 tracked brands had 0 of 285.

AIO TRIGGER

47/68 (69.1%)

Google AI Overviews appeared on 47 of 68 searches (CI 57.4–78.8%). On the other 21, no overview was shown.

AIO LEADER

31/47 (66%)

Rolex was the brand named most often in AI Overviews, at 31 of 47, followed by Omega at 27 of 47 (57.4%). In the four-engine set, Rolex was named in 213 of 288 answers (74%).

TOP DOMAIN

168/285 (58.9%)

bobswatches.com was cited in 168 of 285 grounded four-engine answers, with 221 of 2,372 citations (9.3%). youtube.com came second with 80 citations in 71 answers (24.9%).

02 THE LEADERBOARD

Which brands AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Rolex	74.0%	213/288
2	Omega	59.4%	171/288
3	Patek Philippe	55.2%	159/288
4	Audemars Piguet	50.0%	144/288
5	Cartier	44.8%	129/288
6	Tudor	43.1%	124/288
7	Vacheron Constantin	39.6%	114/288
8	Grand Seiko	36.8%	106/288
9	A. Lange & Söhne	26.4%	76/288
10	Jaeger-LeCoultre	22.6%	65/288
11	Breitling	20.1%	58/288
12	Longines	18.8%	54/288
13	TAG Heuer	18.8%	54/288
14	IWC Schaffhausen	18.4%	53/288
15	F.P. Journe	18.1%	52/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 285 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,372 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Rolex	213/288	74%	68.6–78.7%	2.7	2.5% (7/285)	0.4%
2	Omega	171/288	59.4%	53.6–64.9%	3.8	1.4% (4/285)	0.2%
3	Patek Philippe	159/288	55.2%	49.4–60.8%	2.3	0.4% (1/285)	0%
4	Audemars Piguet	144/288	50%	44.3–55.7%	3.3	0.4% (1/285)	0%
5	Cartier	129/288	44.8%	39.2–50.6%	5	0% (0/285)	0%
6	Tudor	124/288	43.1%	37.5–48.8%	3.7	0% (0/285)	0%
7	Vacheron Constantin	114/288	39.6%	34.1–45.3%	4.2	1.1% (3/285)	0.1%
8	Grand Seiko	106/288	36.8%	31.4–42.5%	5.1	0.7% (2/285)	0.1%
9	A. Lange & Söhne	76/288	26.4%	21.6–31.8%	4.5	0.7% (2/285)	0.1%
10	Jaeger-LeCoultre	65/288	22.6%	18.1–27.7%	5.3	0.7% (2/285)	0.1%
11	Breitling	58/288	20.1%	15.9–25.1%	7	1.1% (3/285)	0.1%
12	Longines	54/288	18.8%	14.7–23.7%	5.9	0% (0/285)	0%
13	TAG Heuer	54/288	18.8%	14.7–23.7%	7.5	2.1% (6/285)	0.4%
14	IWC Schaffhausen	53/288	18.4%	14.4–23.3%	7.6	0.4% (1/285)	0%
15	F.P. Journe	52/288	18.1%	14–22.9%	5.1	0% (0/285)	0%
16	Breguet	50/288	17.4%	13.4–22.2%	5.5	0% (0/285)	0%
17	Richard Mille	49/288	17%	13.1–21.8%	6.9	0% (0/285)	0%
18	Zenith	40/288	13.9%	10.4–18.4%	6.5	0.4% (1/285)	0%
19	Oris	38/288	13.2%	9.8–17.6%	5.4	0% (0/285)	0%
20	Seiko	36/288	12.5%	9.2–16.8%	6	0% (0/285)	0%
21	Blancpain	34/288	11.8%	8.6–16%	6.1	0% (0/285)	0%
22	Tissot	24/288	8.3%	5.7–12.1%	4.2	0% (0/285)	0%
23	Panerai	22/288	7.6%	5.1–11.3%	6.4	0% (0/285)	0%
24	Nomos Glashütte	21/288	7.3%	4.8–10.9%	6.5	0% (0/285)	0%
25	MB&F	20/288	6.9%	4.5–10.5%	4	0.4% (1/285)	0%
26	H. Moser & Cie	19/288	6.6%	4.3–10.1%	4.8	0% (0/285)	0%
27	Chopard	15/288	5.2%	3.2–8.4%	8.3	0% (0/285)	0%
28	Hamilton	15/288	5.2%	3.2–8.4%	5.3	0% (0/285)	0%

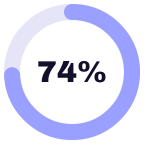
02 THE LEADERBOARD

The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	Christopher Ward	9/288	3.1%	1.7–5.8%	6	0% (0/285)	0%
30	Hublot	9/288	3.1%	1.7–5.8%	6.7	0% (0/285)	0%
31	Montblanc	1/288	0.3%	0.1–1.9%	3	0% (0/285)	0%

PROFILES

03 The top eight, side by side

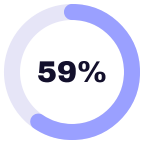


RANK 1

Rolex

213/288 answers · 95% CI 68.6–78.7%

2.7	2.5%	0.4%
first-mention position	owned-domain citation (7/285)	citation share

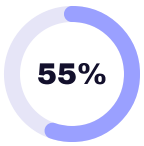


RANK 2

Omega

171/288 answers · 95% CI 53.6–64.9%

3.8	1.4%	0.2%
first-mention position	owned-domain citation (4/285)	citation share



RANK 3

Patek Philippe

159/288 answers · 95% CI 49.4–60.8%

2.3	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share

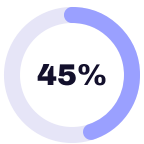


RANK 4

Audemars Piguet

144/288 answers · 95% CI 44.3–55.7%

3.3	0.4%	0%
first-mention position	owned-domain citation (1/285)	citation share

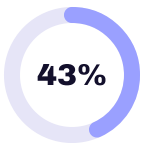


RANK 5

Cartier

129/288 answers · 95% CI 39.2–50.6%

5	0%	0%
first-mention position	owned-domain citation (0/285)	citation share



RANK 6

Tudor

124/288 answers · 95% CI 37.5–48.8%

3.7	0%	0%
first-mention position	owned-domain citation (0/285)	citation share

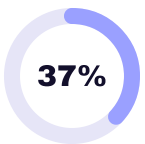


RANK 7

Vacheron Constantin

114/288 answers · 95% CI 34.1–45.3%

4.2	1.1%	0.1%
first-mention position	owned-domain citation (3/285)	citation share



RANK 8

Grand Seiko

106/288 answers · 95% CI 31.4–42.5%

5.1	0.7%	0.1%
first-mention position	owned-domain citation (2/285)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Claude named Tudor in 39 of 72 answers. The other engines named it in 28 to 29 of 72. Claude named Omega in 52 of 72 answers. The other engines named it in 35 to 43 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Rolex	**69.4%**
Patek Philippe	**56.9%**
Omega	**48.6%**
Audemars Piguet	**48.6%**
Tudor	**38.9%**
Grand Seiko	**38.9%**

Claude

72 ASKED | 72 RETURNED | 69 GROUNDED

Rolex	**81.9%**
Omega	**72.2%**
Patek Philippe	**55.6%**
Tudor	**54.2%**
Audemars Piguet	**52.8%**
Cartier	**52.8%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Rolex	**76.4%**
Omega	**56.9%**
Patek Philippe	**55.6%**
Audemars Piguet	**50%**
Cartier	**44.4%**
Vacheron Constantin	**43.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Rolex	**68.1%**
Omega	**59.7%**
Patek Philippe	**52.8%**
Audemars Piguet	**48.6%**
Cartier	**44.4%**
Vacheron Constantin	**43.1%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 68 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 47 = 335 answers.



TRIGGER RATE

Google AI Overviews appeared on 47 of 68 searches (69.1%, CI 57.4–78.8%). The other 21 searches showed no overview. Within the 47 overviews, Rolex was named in 31 (66%), Omega was named in 27 (57.4%), Patek Philippe was named in 23 (48.9%), Audemars Piguet was named in 20 (42.6%). youtube.com was the most-cited source, with 77 citations and an appearance in 40 of 47 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Rolex	72.8%	=
2	Omega	59.1%	=
3	Patek Philippe	54.3%	=
4	Audemars Piguet	49.0%	=
5	Cartier	43.3%	=
6	Tudor	39.4%	=
7	Vacheron Constantin	38.2%	=
8	Grand Seiko	33.7%	=
9	A. Lange & Söhne	23.9%	=
10	Jaeger-LeCoultre	20.6%	=

06 LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Rolex 100%

TIED WITH OMEGA

Omega	100%
Patek Philippe	91.7%

AI Overview shown on 2 of 3 searches

Q02 · 12 ANSWERS

Rolex 100%

TIED WITH PATEK PHILIPPE, AUDEMARS PIGUET

Patek Philippe	100%
Audemars Piguet	100%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Tudor 100%

TIED WITH OMEGA, ROLEX

Omega	100%
Rolex	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Tudor 100%

TIED WITH ROLEX, GRAND SEIKO

Rolex	100%
Grand Seiko	100%

AI Overview shown on 1 of 3 searches

Q05 · 12 ANSWERS

Rolex 100%

Tudor	91.7%
Grand Seiko	75%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Patek Philippe 100%

TIED WITH AUDEMARS PIGUET

Audemars Piguet	100%
Vacheron Constantin	25%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,372 citations in total. bobswatches.com was cited most often, with 221 citations (9.3%) across 168 answers. Next came youtube.com (80), en.wikipedia.org (78), teddybaldassarre.com (74), chrono24.com (72), vertu.com (58).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS

bobswatches.com	**58.9%**
youtube.com	**24.9%**
teddybaldassarre.com	**24.2%**
chrono24.com	**22.1%**
en.wikipedia.org	**16.8%**
vertu.com	**15.1%**
hodinkee.com	**12.3%**
swisswatchexpo.com	**11.6%**
hautetime.com	**10.2%**
stuff.tv	**10.2%**

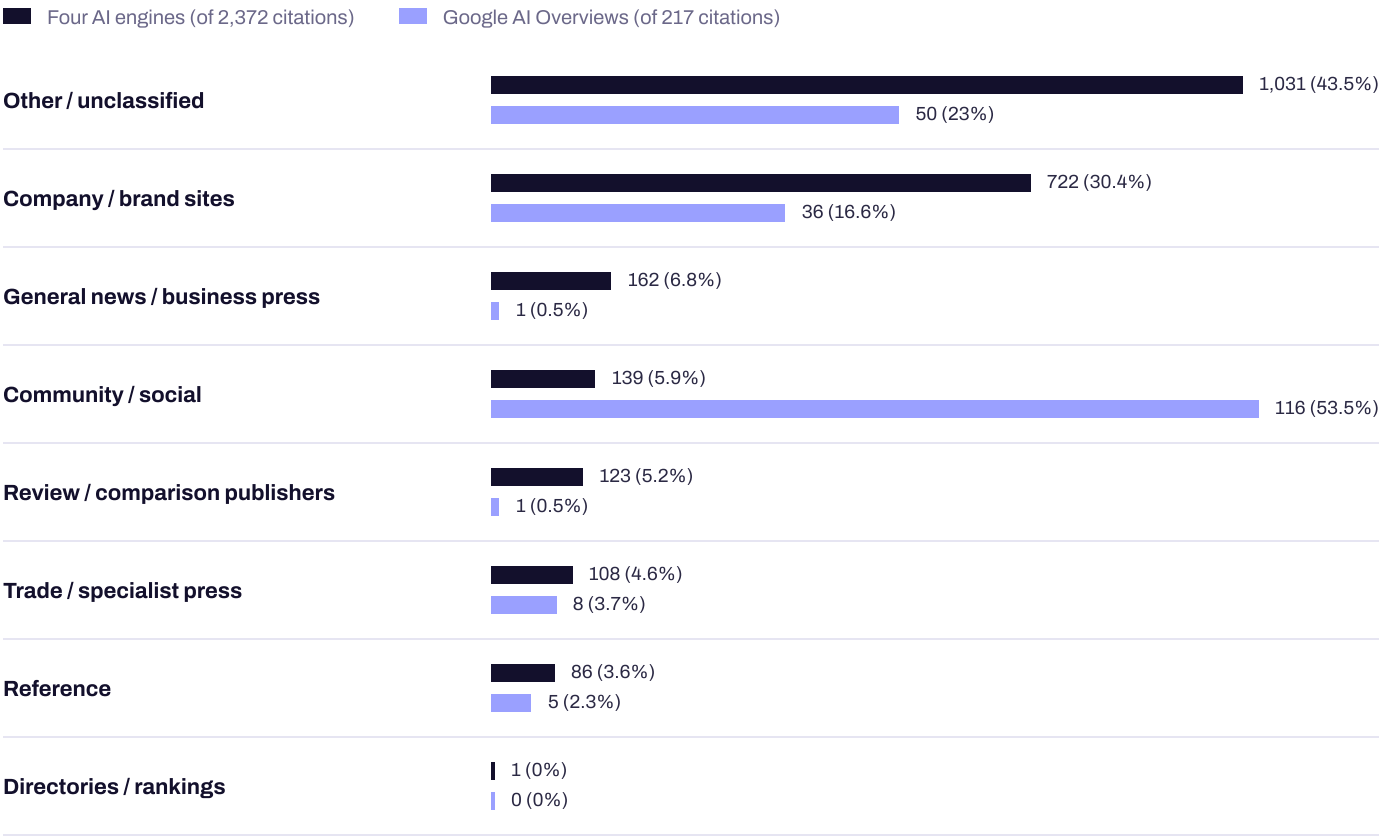
GOOGLE AI OVERVIEWS · SHARE OF 47 OVERVIEWS

youtube.com	**85.1%**
reddit.com	**34%**
teddybaldassarre.com	**19.1%**
chrono24.com	**17%**
facebook.com	**17%**
the1916company.com	**14.9%**
instagram.com	**10.6%**
en.wikipedia.org	**10.6%**
swisswatchexpo.com	**8.5%**
timeandtidewatches.com	**8.5%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can brands improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	Rolex's own domains were cited in 2.5% of grounded answers, TAG Heuer's in 2.1% and Omega's in 1.4%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were bobswatches.com (in 58.9% of grounded answers), youtube.com (24.9%), teddybaldassarre.com (24.2%), chrono24.com (22.1%) and en.wikipedia.org (16.8%). General news and business press supplied 6.8% of citations and community and social 5.9%.
Check each engine separately.	Gemini named Jaeger-LeCoultre in 31.9% of answers against 5.6% on ChatGPT. Claude named Omega in 72.2% of answers against 48.6% on ChatGPT.
Watch names outside the tracked list.	Kari Voutilainen (17 answers), Greubel Forsey (13 answers), Philippe Dufour (12 answers), Sartory Billard (9 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Which watch brands lead these AI answers?

Rolex leads this measured set. Rolex: 213/288 (74.0%; 95% interval 68.6–78.7%). Omega: 171/288 (59.4%; 95% interval 53.6–64.9%).

Q2 Which brand is named first most often?

Rolex was the first brand named in 90 of 288 answers, with an average first position of 2.7.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 47 of 68 searches (69.1%, CI 57.4–78.8%). Within those 47 overviews, Rolex was named most often, in 31 (66%).

Q4 Which sources do the engines cite?

Across 2,372 four-engine citations, bobswatches.com was cited most (221 citations, in 168 of 285 grounded answers), followed by youtube.com (80 citations).

Q5 Do the four engines agree?

Only in part. Claude named Tudor in 39 of 72 answers, against 28 to 29 of 72 on the other engines. Claude named Omega in 52 of 72 answers, against 35 to 43 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	68
questions		runs each		AI engines		answers		Google searches · 47 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 1, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	68	47 shown	47

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 31 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Kari Voutilainen (17 answers), Greubel Forsey (13 answers), Philippe Dufour (12 answers), Sartory Billard (9 answers).
- 356 of 360 planned results were returned. 4 AI Overview lookups were excluded after at most three total attempts.
- 68 successful Google searches: 47 overviews shown; 21 without an overview. Failures are excluded, not scored as zero.
- 3 chat answers had no search sources and are left out of the citation figures.
- Questions 4, 6 and 12 name Rolex, Patek Philippe, Audemars Piguet and Grand Seiko, so each of those counts includes up to 12 answers to a question that names it.
- Removing 3 Core questions naming tracked subjects leaves 252 eligible answers. The top two are Rolex (188/252) and Omega (149/252); their order does not change.
- Names with no tracked own site are shown with a dash. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The earlier edition's brands are retained. Independent and value brands were added because the questions cover their category.
- Seiko and Grand Seiko are counted separately; a mention of Grand Seiko does not also count as Seiko.
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best luxury watch to buy?	Luxury Watches Index 2.0	CORE QUESTION
02	What luxury watch brands hold their value best?	Luxury Watches Index 2.0	CORE QUESTION
03	What is the best first luxury watch?	Luxury Watches Index 2.0	CORE QUESTION
04	What are the best alternatives to a Rolex?	Luxury Watches Index 2.0	CORE QUESTION
05	What is the best value luxury watch?	Luxury Watches Index 2.0	CORE QUESTION
06	Patek Philippe vs Audemars Piguet: which is better?	Luxury Watches Index 2.0	CORE QUESTION
07	What are the best luxury dive watches?	Luxury Watches Index 2.0	CORE QUESTION
08	What are the best luxury watches under $10,000?	Luxury Watches Index 2.0	CORE QUESTION
09	Which watch brands are considered the holy trinity?	Luxury Watches Index 2.0	CORE QUESTION
10	What is the best luxury watch for everyday wear?	Luxury Watches Index 2.0	CORE QUESTION
11	What are the best independent watch brands?	Luxury Watches Index 2.0	CORE QUESTION
12	Is a Grand Seiko worth it compared with Swiss brands?	Luxury Watches Index 2.0	CORE QUESTION
13	Which luxury watch brands are the most prestigious?	Luxury Watches Index 2.0	ADDED QUESTION
14	Which luxury watches have historically performed well at resale auctions?	Luxury Watches Index 2.0	ADDED QUESTION
15	Which luxury watches do collectors want most?	Luxury Watches Index 2.0	ADDED QUESTION
16	What are the best luxury sport watches?	Luxury Watches Index 2.0	ADDED QUESTION
17	What are the best luxury chronograph watches?	Luxury Watches Index 2.0	ADDED QUESTION
18	What are the best luxury dress watches?	Luxury Watches Index 2.0	ADDED QUESTION
19	What are the best thin dress watches from luxury brands?	Luxury Watches Index 2.0	ADDED QUESTION
20	Which brands make the finest haute horlogerie watches?	Luxury Watches Index 2.0	ADDED QUESTION
21	What are the best entry-level Swiss luxury watches?	Luxury Watches Index 2.0	ADDED QUESTION
22	What are the best luxury watches under $5,000?	Luxury Watches Index 2.0	ADDED QUESTION
23	Which independent watchmakers offer custom-made or bespoke watches?	Luxury Watches Index 2.0	ADDED QUESTION
24	Which luxury dive watches have the highest water-resistance ratings?	Luxury Watches Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Luxury Watches Index 2.0

Measured November 1, 2026 · 5W Public Relations

WEB
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RESEARCH
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