

Traditional and Connected Watches in Argentina

Market Direction | 2022-11-11 | 24 pages | Euromonitor

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Report description:

High watches has seen triple-digit growth in current value terms in 2022, while also continuing to see growth in retail volume terms. One of the important growth drivers for high watches was that they were being sold at the cost of the official dollar, while in the parallel market people could get a much higher price by selling their dollars and then paying for the products. This meant that high watches were cheaper than in other countries. Although import restrictions have removed this advantage...

Euromonitor International's Traditional and Connected Watches in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Connected Watches, Traditional Watches.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Traditional and Connected Watches market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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TRADITIONAL AND CONNECTED WATCHES IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

High watches continues to enjoy strong growth

Increased use of activity watches for sports activities

Swatch remains the most important brand in basic quartz analogue watches

PROSPECTS AND OPPORTUNITIES

E-commerce set for further strong development as retailers continue to invest in the channel

The status afforded to high watches should support demand

Second-hand market could grow in the medium term

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