

**Traditional and Connected Watches in Canada**

Market Direction | 2022-11-15 | 26 pages | Euromonitor

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**Report description:**

Traditional and connected watches is set to see healthy current value growth in 2022. The growth in the sales of high mechanical watches and quartz analogue watches is set to normalise after the torrid recovery in 2021, spurred by high-end brands such as Rolex, Breitling and Patek Phillippe. Consumers remain interested in high-end watches, driven by a growing watch culture among affluent millennials exemplified by celebrities and influencers. Collectors seek unique pieces, and brands are launchi...

Euromonitor International's Traditional and Connected Watches in Canada 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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Fuller recovery in sales of traditional and connected watches in 2022

Return to shopping in stores and resumption of pre-pandemic lifestyles benefits sales of basic watches

Connected watches outperform traditional watches

##### PROSPECTS AND OPPORTUNITIES

Premium watches will drive growth as watches face mounting pressure from digitalisation in the forecast period

Basic and mid watch brands collaborate with sports leagues

Traditional luxury watch brands venture into connected watches category

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