

Traditional and Connected Watches in France

Market Direction | 2022-11-15 | 30 pages | Euromonitor

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Report description:

Manufacturers and retailers were rather happy with the recovery of premium and luxury timepieces, mainly in mechanical and quartz analogue watches, which started in 2021 and seemed to be confirmed by the first results of 2022. The category notably benefited from the reopening of all stores from May 2021 and the gradual comeback of inbound tourists from mid-2021 and into 2022. Sales of high watches are strongly correlated with the flow of inbound tourists, primarily visitors from China, who are e...

Euromonitor International's Traditional and Connected Watches in France 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 FRANCE

KEY DATA FINDINGS

2022 DEVELOPMENTS

High watches drive recovery, mainly in mechanical and analogue watches, helped by the ongoing success of e-commerce

Astonishing breakthrough of connected watches, mainly smartwatches

Big players consolidate their leadership, while smaller local brands come out on top too

PROSPECTS AND OPPORTUNITIES

Rising inflation and competition from smartphones and connected watches pose serious threat to basic and mid-priced watches, not for high watches

Possible slowdown of connected watches, but not for high smart wearables

Online sales and second hand: the new paths to growth for timepieces

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