

## **Traditional and Connected Watches in Hong Kong, China**

Market Direction | 2022-11-23 | 27 pages | Euromonitor

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### **Report description:**

Exhibitions have become a way for brands of traditional and connected watches to reach consumers, especially millennials and Generation Z who are becoming major growth drivers. Surveys indicate that brand image is considered the most important factor when considering buying a luxury watch for consumers in Hong Kong, followed by price/value ratio and design. Through immersive experiences, brands can relate their own history and design concepts in a way that traditional store displays or advertisi...

Euromonitor International's Traditional and Connected Watches in Hong Kong, China 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.

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reliable information resources to help drive informed strategic planning.

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Brands reach consumers through innovative and immersive exhibitions

Watch collaborations are effective strategy to reach new consumer base and gain credibility

Value creation trend continues to reshape category

#### PROSPECTS AND OPPORTUNITIES

Sustainable watchmaking

Digitalisation continues to accelerate with an omnichannel strategy deemed essential

Connected watches continue to shape the competitive landscape

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