

Traditional and Connected Watches in India

Market Direction | 2022-11-28 | 28 pages | Euromonitor

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Report description:

Sales of connected watches, which even before the pandemic were eating into the share of traditional watches, due to their list of high-tech features, have grown even further since the emergence of the pandemic. This has largely been because the pandemic has made individuals realise the need to have a healthy body and mind. Also, the year-on-year increase in the share of connected watches has prompted manufacturers of traditional watches to introduce connected watch collections so that they do n...

Euromonitor International's Traditional and Connected Watches in India 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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Table of Contents:

Traditional and Connected Watches in India

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List Of Contents And Tables

TRADITIONAL AND CONNECTED WATCHES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Connected watches benefits from the healthy living trend

Global brands become cautious and enter into distribution agreements with well-established retailers in India

Watches benefits as weddings and festivals get back to pre-pandemic format

PROSPECTS AND OPPORTUNITIES

Demand for luxury timepieces set to rise during the forecast period

Younger generations offer strong opportunities

Demand for pre-owned luxury timepieces set to grow

CATEGORY DATA

Table 1 Sales of Traditional and Connected Watches by Category: Volume 2017-2022

Table 2 Sales of Traditional and Connected Watches by Category: Value 2017-2022

Table 3 Sales of Traditional and Connected Watches by Category: % Volume Growth 2017-2022

Table 4 Sales of Traditional and Connected Watches by Category: % Value Growth 2017-2022

Table 5 Sales of Traditional Watches by Category: Volume 2017-2022

Table 6 Sales of Traditional Watches by Category: Value 2017-2022

Table 7 Sales of Traditional Watches by Category: % Volume Growth 2017-2022

Table 8 Sales of Traditional Watches by Category: % Value Growth 2017-2022

Table 9 Sales of Traditional Watches by Price Band: Volume 2017-2022

Table 10 □Sales of Traditional Watches by Price Band: Value 2017-2022

Table 11 □Sales of Traditional Watches by Price Band: % Volume Growth 2017-2022

Table 12 □Sales of Traditional Watches by Price Band: % Value Growth 2017-2022

Table 13 □Sales of Connected Watches by Category: Volume 2017-2022

Table 14 □Sales of Connected Watches by Category: Value 2017-2022

Table 15 □Sales of Connected Watches by Category: % Volume Growth 2017-2022

Table 16 □Sales of Connected Watches by Category: % Value Growth 2017-2022

Table 17 □NBO Company Shares of Traditional Watches: % Value 2017-2022

Table 18 □LBN Brand Shares of Traditional Watches: % Value 2018-2022

Table 19 □NBO Company Shares of Connected Watches: % Value 2017-2022

Table 20 □LBN Brand Shares of Connected Watches: % Value 2018-2022

Table 21 □Distribution of Traditional Watches by Format: % Value 2017-2022

Table 22 □Distribution of Connected Watches by Format: % Value 2017-2022

Table 23 □Forecast Sales of Traditional and Connected Watches by Category: Volume 2022-2027

Table 24 □Forecast Sales of Traditional and Connected Watches by Category: Value 2022-2027

Table 25 □Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2022-2027

Table 26 □Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2022-2027

Table 27 □Forecast Sales of Traditional Watches by Category: Volume 2022-2027

Table 28 □Forecast Sales of Traditional Watches by Category: Value 2022-2027

Table 29 □Forecast Sales of Traditional Watches by Category: % Volume Growth 2022-2027

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Table 30 □Forecast Sales of Traditional Watches by Category: % Value Growth 2022-2027

Table 31 □Forecast Sales of Connected Watches by Category: Volume 2022-2027

Table 32 □Forecast Sales of Connected Watches by Category: Value 2022-2027

Table 33 □Forecast Sales of Connected Watches by Category: % Volume Growth 2022-2027

Table 34 □Forecast Sales of Connected Watches by Category: % Value Growth 2022-2027

PERSONAL ACCESSORIES IN INDIA

EXECUTIVE SUMMARY

Personal accessories rebounds as mobility returns, but challenges remain

Younger generations in particular offer growth opportunities

Retailers focus on raising capital, innovation and growth

Retailers increase their focus on developing an omnichannel presence

Stable pandemic situation to aid growth in the forecast period

MARKET DATA

Table 35 Sales of Personal Accessories by Category: Volume 2017-2022

Table 36 Sales of Personal Accessories by Category: Value 2017-2022

Table 37 Sales of Personal Accessories by Category: % Volume Growth 2017-2022

Table 38 Sales of Personal Accessories by Category: % Value Growth 2017-2022

Table 39 NBO Company Shares of Personal Accessories: % Value 2017-2022

Table 40 LBN Brand Shares of Personal Accessories: % Value 2018-2022

Table 41 Distribution of Personal Accessories by Format: % Value 2017-2022

Table 42 Forecast Sales of Personal Accessories by Category: Volume 2022-2027

Table 43 Forecast Sales of Personal Accessories by Category: Value 2022-2027

Table 44 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027

Table 45 □Forecast Sales of Personal Accessories by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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