

**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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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

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### MARKET DATA

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