

## **Traditional and Connected Watches in Italy**

Market Direction | 2022-11-15 | 28 pages | Euromonitor

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### **Report description:**

Traditional and connected watches saw double-digit growth in current value terms in 2022, although sales of traditional watches remained below 2019 levels. Traditional watches were severely impacted by the COVID-19 pandemic in 2020, although sales saw an encouraging double-digit uplift in 2021, due to the reopening of specialist stores in nearly all of Italy in April 2021. In 2022, a continued recovery was linked to the success of the country's vaccination programme, with close to 80% of the pop...

Euromonitor International's Traditional and Connected Watches in Italy 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Sales of watches edge towards pre-pandemic levels in 2022

Traditional high watches benefit from the return of tourists, although Rolex suffers from supply issues

Rolex continues to lead watches, despite supply issues

##### PROSPECTS AND OPPORTUNITIES

High watches to benefit from their status as a stable investment, as well as the return of tourism

Dynamic growth for smart wearables, which will benefit from rising demand among health-conscious consumers

Manufacturers will strive to offer omnichannel experiences

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Return of pre-pandemic lifestyles boosts growth, but sales suffer from absence of Chinese and Russian tourists

Rolex struggles to meet demand, while Pandora sees buoyant growth, following investment in omnichannel services

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