

Traditional and Connected Watches in Japan

Market Direction | 2022-11-23 | 26 pages | Euromonitor

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Report description:

Traditional watches, especially mid and basic watches, are quickly losing volume share in the market, due to the intense competition with connected watches. Meanwhile, high watches has been performing better, and is expected to see a return to volume growth in 2022, as these products are usually purchased as something more than just a watch - also as a status symbol and/or an investment. With this trend, while traditional watches is set to continue to decline in volume terms in 2022, it is expec...

Euromonitor International's Traditional and Connected Watches in Japan 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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High watches best survives the difficult situation in traditional watches

Apple has a strong lead in connected watches, but will be challenged by entry of Google

Chrono24 enters Japan due to rise in sales via e-commerce

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Traditional watches and connected watches serve different purposes

Performance of luxury smartwatches yet to be determined

Watches will be key for survival of department stores

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