

Traditional and Connected Watches in Mexico

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

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Report description:

The watchmaking industry is being forced to raise its prices in 2022 due to the escalating cost of raw materials and special materials which are mainly used for high watches, such as diamond, gold, titanium, and steel. Production has also been affected by fluctuations in the supply chain resulting from the COVID-19 pandemic. However, the reduced supply in the market and the rise in prices has also generated an increased interest from some consumers who perceive high watches as a profitable inves...

Euromonitor International's Traditional and Connected Watches in Mexico 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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Euromonitor International
November 2022

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TRADITIONAL AND CONNECTED WATCHES IN MEXICO

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High watches seen as a sound investment as production costs rise

Demand for connected watches grows as consumers lead increasingly connected lives

Brands of quartz analogue and digital watches targeting a younger audience

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Second-hand market presents challenges and opportunities for manufacturers of watches

Traditional watch manufacturers looking to tap into the increasingly lucrative world of smart wearables

Consumers expected to increasingly demand ethical and sustainable production practices

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