

## **Traditional and Connected Watches in Poland**

Market Direction | 2022-11-23 | 27 pages | Euromonitor

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### **Report description:**

Sales of basic watches have seen a heavy decline in 2022 in retail volume terms. Basic traditional watches are experiencing strong competition from connected watches. With the price of branded connected watches starting from as low as PLN250 (approximately USD60), this is having a negative impact on demand for quartz analogue and quartz digital watches. The second factor negatively impacting demand for basic traditional watches is the macroeconomic situation. High rates of inflation are having a...

Euromonitor International's Traditional and Connected Watches in Poland 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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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Traditional and Connected Watches in Poland  
Euromonitor International  
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List Of Contents And Tables

### **TRADITIONAL AND CONNECTED WATCHES IN POLAND**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Competition from connected watches and economic pressures take their toll on sales of basic traditional watches

Popular traditional watches' brands branch out into connected watches

High watches seen as an investment in times of uncertainty

#### **PROSPECTS AND OPPORTUNITIES**

Quart analogue and digital watches expected to lose sales to connected watches

Traditional watches faces numerous threats including a growing market for second-hand watches

The supply and distribution of watches could change over the forecast period

#### **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 2018-2022

Table 18 □LBN Brand Shares of Traditional Watches: % Value 2019-2022

Table 19 □NBO Company Shares of Connected Watches: % Value 2018-2022

Table 20 □LBN Brand Shares of Connected Watches: % Value 2019-2022

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

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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

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 POLAND

### EXECUTIVE SUMMARY

Personal accessories in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

### 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 2018-2022

Table 40 LBN Brand Shares of Personal Accessories: % Value 2019-2022

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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