

**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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#### 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

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