

Traditional and Connected Watches in Romania

Market Direction | 2022-11-15 | 25 pages | Euromonitor

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Report description:

Connected watches continue to grow despite the rise in average prices caused by inflation and energy costs. In fact, these types of watches have gained popularity since the pandemic, due to the growing interest in health. The publication Ziarul Financiar states connected watches are seeing sales growth rates in Romania that are comparable to other more developed western European countries. In terms of penetration rates, some 15-17% of Romanians have connected watches according to the same source...

Euromonitor International's Traditional and Connected Watches in Romania 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.

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TRADITIONAL AND CONNECTED WATCHES IN ROMANIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Connected watches bring greater diversity and growth potential

Rolex retains key position in luxury category

Connected watches aids e-commerce growth

PROSPECTS AND OPPORTUNITIES

Traditional and connected watches face a promising future as consumers seek out multi-functionality

Price sensitivity will guide purchasing behaviour

Connected watches expected to be the most dynamic category

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