

## **Traditional and Connected Watches in Singapore**

Market Direction | 2022-11-24 | 26 pages | Euromonitor

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### **Report description:**

The popularity of watches in Singapore is undeniable, resulting in stringent purchasing conditions, and the introduction of more watches for women. A healthy appetite for purchasing watches in Singapore has led to several purchasing conditions for consumers keen to buy specific watch models. For instance, at Swatch's Omega Ion Orchard and Marina Bay Sands stores, a consumer must spend at least SGD50,000 on various timepieces and accessories to make them eligible to join the waiting list. Qualify...

Euromonitor International's Traditional and Connected Watches in Singapore 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 SINGAPORE

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Established and new watch brands are seeking diversification through stringent purchasing conditions and female-targeted products

Retailers understand the need to offer consumers variety, resulting in the introduction of colourful accessories

Greater education translates into higher consumer knowledge of quartz, mechanical and connected watches

#### PROSPECTS AND OPPORTUNITIES

Several retailers are reselling watches to cater to the consumer interest in older watch models

Mass-market retailers offer complimentary after-sales services such as battery replacement to attract and retain consumers

Traditional watch players unlikely to compete in the smart wearables space, choosing to bring in straps

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