

Traditional and Connected Watches in South Africa

Market Direction | 2022-12-09 | 27 pages | Euromonitor

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Report description:

Since the pandemic, many South Africans have shifted towards making purchasing decisions based on their changing lifestyles, including the adoption of healthier habits. Connected watches have continued to experience dynamic demand, with consumers purchasing smart wearables and digital activity watches to track their health journeys by monitoring their footsteps, measuring their heartbeat and recording their exercise workouts. An increasing number of consumers have also become more aware of their...

Euromonitor International's Traditional and Connected Watches in South Africa 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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Euromonitor International

January 2023

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TRADITIONAL AND CONNECTED WATCHES IN SOUTH AFRICA

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2022 DEVELOPMENTS

Connected watches continue to trend in South Africa

South Africans remain brand loyal when purchasing watches but affordability drives more cost-conscious consumers

Affluent segment continues to support luxury brands

PROSPECTS AND OPPORTUNITIES

Watches perceived as non-essential for many local consumers

Consumers are concerned about environmental and sustainable issues

Retail e-commerce more likely to gain further ground in connected watches over forecast period

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