

## **Traditional and Connected Watches in South Korea**

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

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### **Report description:**

Watches in South Korea heavily rely on global luxury brands, with the top 10 largest luxury players in the local market contributing to one third of all watch sales in the country. As noted in other categories of personal accessories, imported global luxury watch brands are raising their retail prices in 2022 due to ongoing fluctuations in the exchange rate, changes in pricing policies, and increasing costs of production and raw materials. Therefore, the average unit price of traditional and con...

Euromonitor International's Traditional and Connected Watches in South Korea 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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Price increases for imported luxury watches

"Open run" remains social phenomenon, leading to booking systems

Further demand for traditional watches in 2022, driven by quartz analogue

#### PROSPECTS AND OPPORTUNITIES

Resell market for watches is expanding in South Korea

Smart wearables to remain dynamic performer over forecast period

Distribution of watches increasing via retail e-commerce platforms

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