

Traditional and Connected Watches in Spain

Market Direction | 2022-11-15 | 26 pages | Euromonitor

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Report description:

Retail constant value sales (2022 prices) of traditional and connected watches continued to recover in 2022. However, the rate of growth was much slower than in the previous year, with retail constant value sales remaining well below their pre-pandemic level.

Euromonitor International's Traditional and Connected Watches in Spain 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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TRADITIONAL AND CONNECTED WATCHES IN SPAIN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Difficult economic conditions slow recovery

Sports watches lead the way in connected watches

Heightened focus on health and wellness supports demand for wearables

PROSPECTS AND OPPORTUNITIES

Economic stabilisation will drive recovery in demand

Fashion, not function, will be the main driver of sales

In an ageing society, health-monitoring features will remain key to growth in connected watches

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