

Traditional and Connected Watches in Sweden

Market Direction | 2022-11-23 | 25 pages | Euromonitor

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Report description:

Through 2022, basic and mid-range offerings are continuing to lose their share. Digital offerings - activity and smartwatches - have convinced consumers to swap traditional offerings for entry-level digital products. In addition, an increase in luxury current value sales is further weakening sales in the mid-range, especially at the higher end.

Euromonitor International's Traditional and Connected Watches in Sweden 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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TRADITIONAL AND CONNECTED WATCHES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Digital offerings and the luxury high-end damages mid-range sales

Brick-and-mortar sales increase, yet e-commerce remains a focal point for retailers

Activity watches record a current value decline as consumers opt for smart wearables

PROSPECTS AND OPPORTUNITIES

Players focus on their direct-to-consumer model to boost the brand experience

Pre-owned watches grow through e-commerce, creating competition for newer models

Growing demand for eco-friendly materials drives innovation in the landscape

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