

## **Traditional and Connected Watches in the Netherlands**

Market Direction | 2022-11-15 | 25 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Traditional and connected watches registered a strong recovery in 2021 driven by the full re-opening of retailers as COVID-19 restrictions were relaxed. The Dutch were keen to buy new watches and were influenced by more intense brand advertising and promotional campaigns, notably for new products. The recovery pushed retail volume and current value sales back to pre-pandemic levels. In 2022, growth will moderate compared to 2021 levels as the war in Ukraine, rising energy prices and inflation s...

Euromonitor International's Traditional and Connected Watches in Netherlands 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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Traditional and Connected Watches in the Netherlands  
Euromonitor International  
November 2022

List Of Contents And Tables

### **TRADITIONAL AND CONNECTED WATCHES IN THE NETHERLANDS**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Sales recovery is muted by economic conditions

Luxury watch manufacturers invest in advertising and new retail locations

Local brands gaining popularity although international companies lead in watches

#### **PROSPECTS AND OPPORTUNITIES**

Luxury brands to profit from targeting younger consumers

Rapid growth in connected watches

Watch manufacturers must remain flexible to changing conditions

#### **CATEGORY DATA**

Table 1 Sales of Traditional and Connected Watches by Category: Volume 2017-2022

Table 2 Sales of Traditional and Connected Watches by Category: Value 2017-2022

Table 3 Sales of Traditional and Connected Watches by Category: % Volume Growth 2017-2022

Table 4 Sales of Traditional and Connected Watches by Category: % Value Growth 2017-2022

Table 5 Sales of Traditional Watches by Type: Volume 2017-2022

Table 6 Sales of Traditional Watches by Type: Value 2017-2022

Table 7 Sales of Traditional Watches by Type: % Volume Growth 2017-2022

Table 8 Sales of Traditional Watches by Type: % Value Growth 2017-2022

Table 9 Sales of Traditional Watches by Price Band: Volume 2017-2022

Table 10 □Sales of Traditional Watches by Price Band: Value 2017-2022

Table 11 □Sales of Traditional Watches by Price Band: % Volume Growth 2017-2022

Table 12 □Sales of Traditional Watches by Price Band: % Value Growth 2017-2022

Table 13 □Sales of Connected Watches by Type: Volume 2017-2022

Table 14 □Sales of Connected Watches by Type: Value 2017-2022

Table 15 □Sales of Connected Watches by Type: % Volume Growth 2017-2022

Table 16 □Sales of Connected Watches by Type: % Value Growth 2017-2022

Table 17 □NBO Company Shares of Traditional Watches: % Value 2018-2022

Table 18 □LBN Brand Shares of Traditional Watches: % Value 2019-2022

Table 19 □NBO Company Shares of Connected Watches: % Value 2018-2022

Table 20 □LBN Brand Shares of Connected Watches: % Value 2019-2022

Table 21 □Distribution of Traditional Watches: % Value 2017-2022

Table 22 □Distribution of Connected Watches: % Value 2017-2022

Table 23 □Forecast Sales of Traditional and Connected Watches by Category: Volume 2022-2027

Table 24 □Forecast Sales of Traditional and Connected Watches by Category: Value 2022-2027

Table 25 □Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2022-2027

Table 26 □Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 27	Forecast Sales of Traditional Watches by Type: Volume 2022-2027
Table 28	Forecast Sales of Traditional Watches by Type: Value 2022-2027
Table 29	Forecast Sales of Traditional Watches by Type: % Volume Growth 2022-2027
Table 30	Forecast Sales of Traditional Watches by Type: % Value Growth 2022-2027
Table 31	Forecast Sales of Connected Watches by Type: Volume 2022-2027
Table 32	Forecast Sales of Connected Watches by Type: Value 2022-2027
Table 33	Forecast Sales of Connected Watches by Type: % Volume Growth 2022-2027
Table 34	Forecast Sales of Connected Watches by Type: % Value Growth 2022-2027
PERSONAL ACCESSORIES IN THE NETHERLANDS	
EXECUTIVE SUMMARY	
Personal accessories in 2022: The big picture	
2022 key trends	
Competitive landscape	
Retailing developments	
What next for personal accessories?	
MARKET DATA	
Table 35	Sales of Personal Accessories by Category: Volume 2017-2022
Table 36	Sales of Personal Accessories by Category: Value 2017-2022
Table 37	Sales of Personal Accessories by Category: % Volume Growth 2017-2022
Table 38	Sales of Personal Accessories by Category: % Value Growth 2017-2022
Table 39	NBO Company Shares of Personal Accessories: % Value 2018-2022
Table 40	LBN Brand Shares of Personal Accessories: % Value 2019-2022
Table 41	Distribution of Personal Accessories by Format: % Value 2017-2022
Table 42	Forecast Sales of Personal Accessories by Category: Volume 2022-2027
Table 43	Forecast Sales of Personal Accessories by Category: Value 2022-2027
Table 44	Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027
Table 45	Forecast Sales of Personal Accessories by Category: % Value Growth 2022-2027
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

## Traditional and Connected Watches in the Netherlands

Market Direction | 2022-11-15 | 25 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-23"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com