

**Traditional and Connected Watches in the US**

Market Direction | 2022-11-24 | 28 pages | Euromonitor

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**Report description:**

While 2021 was expected to be the start of multi-year recovery for traditional watches, the category actually surpassed the pre-pandemic (2019) level of current value sales, largely driven by high watches (priced over USD1,000), with a slowdown expected in 2022. In 2021, stimulus payments and a burgeoning investment mindset, especially for hard-to-get luxury brands such as Rolex, supported growing demand for traditional watches across primary and secondary markets. While Euromonitor only tracks...

Euromonitor International's Traditional and Connected Watches in USA 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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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Renewed interest lifts traditional watches in 2021 and is sustained to a certain extent in 2022

High watches continues outperforming mid and basic price brackets post-pandemic

Consumer adoption of smartwatches continues growing

#### PROSPECTS AND OPPORTUNITIES

Higher-priced models will continue driving sales in the forecast period

Expansion of smartwatches and the resale market reveal potential moderation for traditional watches

Retail efforts will shift to suburban cities amidst changing consumer lifestyles

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