

## **Traditional and Connected Watches in Switzerland**

Market Direction | 2023-04-04 | 25 pages | Euromonitor

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### **Report description:**

Heavily impacted by the pandemic in 2020 in line with non-essential store closures, restricted mobility among the local population and lack of inbound arrivals, retail volume and value sales of traditional watches recorded significant declines. However, following a rebound in 2021, sales continued to improve in 2022, despite the absence of tourists from major source markets such as China and Russia. One of the great strengths of the Swiss watch industry is its ability to offer the consumer a com...

Euromonitor International's Traditional and Connected Watches in Switzerland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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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Euromonitor International

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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand for traditional watches continues to improve in 2022

Demand for high mechanical watches fully recovers by pushing e-commerce

Increasing popularity of connected watches

#### PROSPECTS AND OPPORTUNITIES

Return of inbound arrivals, including Chinese tourists, likely to drive growth

Resale market for high watches to gain traction

Rise of connected watches to be further supported by health and wellness trend

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