

Traditional and Connected Watches in Canada

Market Direction | 2024-01-17 | 30 pages | Euromonitor

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Report description:

Connected watches sustained their growth trajectory in 2023, boosting the performance of the entire category, which otherwise saw modest current value growth and volume decline. Smart wearables performed well thanks to their advanced features and seamless integration with digital devices.

Euromonitor International's Traditional and Connected Watches in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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Scotts International. EU Vat number: PL 6772247784

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

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2023 DEVELOPMENTS

Connected watches sees ongoing technological innovation

Key players gain share in 2023, thanks to demand for smart wearables

Despite spending cutbacks, high-end brands continue to launch new limited models

PROSPECTS AND OPPORTUNITIES

Traditional watches will face continued threat from digitalisation in the years ahead

Smart wearables will retain their popularity as connectivity and integration continue apace

Personalisation trend will drive innovation and design in watches over the forecast period

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