

Traditional and Connected Watches in Japan

Market Direction | 2024-01-16 | 26 pages | Euromonitor

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Report description:

Increasing unit prices has been a decades-long trend in traditional watches. Especially after the COVID-19 pandemic, unit prices rose by over 10% YoY from 2020 to 2022. The last decade also saw numerous years of volume decline. A main reason behind this was the rise of mobile phones and smart wearables. Mobile phones are deeply penetrated in people's lives, not just as a tool to talk on the phone and communicate via e-mails, but as a tool that people cannot live without, incorporating payment, b...

Euromonitor International's Traditional and Connected Watches in Japan 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.

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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High watches continues to drive sales in traditional watches

Connected watches outperforms traditional watches

Recovery of inbound tourism helps physical stores regain momentum

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Building loyalty key to maintaining a presence in the market

Connected watches set to observe healthy growth

Further unit price increases expected

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