

Traditional and Connected Watches in Mexico

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Report description:

The positive volume and current value performances expected for traditional and connected watches in Mexico in 2023 can be attributed to post-pandemic economic recovery, stability in employment, and progress in consumer spending. This is closely linked to the return of in-person activities, whereby casual gatherings, hybrid work arrangements, and the return to in-person classes are encouraging Mexican consumers to acquire the latest trends in watches or, due to inflationary reasons, items that a...

Euromonitor International's Traditional and Connected Watches in Mexico 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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TRADITIONAL AND CONNECTED WATCHES IN MEXICO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aligned with trends such as accessible luxury, players forge strategic alliances that captivate Mexicans, even in the face of inflation

Hand in hand with special and limited editions, Mexican traditions set the tone in traditional and connected watches

Hand in hand with exclusivity, Mexicans follow various players' loyalty programmes in traditional watches

PROSPECTS AND OPPORTUNITIES

Positive performance anticipated, amidst consumer confidence, nearshoring, and significant events in the country

As a relevant player in high mechanical watches, Hublot will continue driving sales, thanks to sustainable practices

Strategic advances in traditional and connected watches fuelled by Mexico's enduring passion for sporting accessories

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