

Traditional and Connected Watches in Romania

Market Direction | 2024-01-16 | 25 pages | Euromonitor

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Report description:

The challenging economic climate has significantly impacted consumer behaviour in Romania when it comes to watches. Some consumers, whose budgets have been constrained by inflation, have opted for more affordable products or delayed their purchases, while others have started viewing luxury watches as a viable investment opportunity. This shift in perception is driven by the belief that investing in watches can serve as a hedge against inflation, as opposed to keeping money in a savings account w...

Euromonitor International's Traditional and Connected Watches in Romania 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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reliable information resources to help drive informed strategic planning.

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Connected watches register vigorous growth, post-pandemic

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