

Traditional and Connected Watches in Singapore

Market Direction | 2024-01-16 | 30 pages | Euromonitor

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Report description:

Traditional watches in Singapore is set to achieve slower growth in 2023 compared with 2022, although the category is expected to continue to register solid growth in retail current value terms and lower but steady growth in retail volume terms. After a year of decline in 2020, in 2021 more Singaporeans started to purchase high-end and luxury watches, as travel was still a fruitless pursuit due to the ongoing health regulations, and people still spent more time at home, which reduced their daily...

Euromonitor International's Traditional and Connected Watches in Singapore 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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Euromonitor International

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

High watches continues to perform the best in traditional watches, given the growing preference for Swiss watches

Sales of mid watches suffer as inflationary pressures draw price-sensitive customers to more basic models

Jewellery and watch specialists continues to dominate retail distribution of traditional watches across tiers and formats

PROSPECTS AND OPPORTUNITIES

Gradually improving supply chain, but uncertainty around the return of Chinese travellers

Competitive secondary market poses a challenge to sales of high watches

Growth for quartz digital and quartz analogue watches will continue to be threatened by smart wearables

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