

Traditional and Connected Watches in the US

Market Direction | 2024-01-16 | 28 pages | Euromonitor

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Report description:

Traditional watches in the US witnessed a swift rebound in sales in 2021, surpassing initial expectations, driven predominantly by the surge in demand for high watches (over USD1,000). However, the momentum has since seen a notable deceleration across all categories both in current value and volume terms. This can be attributed to the persistent escalation of inflation, and ongoing economic uncertainties, which have lingered since 2022. Despite a lower inflation rate in 2023 compared with 2022,...

Euromonitor International's Traditional and Connected Watches in USA 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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Consumers strike a balance between budget and lifestyle, paving the way for brands bridging high and mid watches

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