

**Traditional and Connected Watches in India**

Market Direction | 2024-03-14 | 26 pages | Euromonitor

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**Report description:**

In 2023, traditional and connected watches maintained significant current value growth in India, although connected watches surged ahead of traditional watches in terms of growth; a trend attributed to the increasing emphasis on fitness and health in the country. With advanced functionalities and an array of sports modes, smart wearables have gained significant traction amongst consumers for their practicality and utility during physical activities. Offering features such as step tracking, vario...

Euromonitor International's Traditional and Connected Watches in India 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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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Connected watches outperforms traditional watches in 2023

Titan continues to lead traditional watches in India, followed by Casio and Swatch Group

High watches drives value growth in traditional watches in 2023

##### PROSPECTS AND OPPORTUNITIES

Traditional and connected watches will continue to perform well in the forecast period

Jewellery and watch specialists will continue to be the dominant sales channel for traditional watches

Product innovation will continue to drive sales in the forecast period

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