

## **Traditional and Connected Watches in India**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Traditional and Connected Watches in India  
Euromonitor International  
March 2024

List Of Contents And Tables

### TRADITIONAL AND CONNECTED WATCHES IN INDIA

#### 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

#### CATEGORY DATA

Table 1 Sales of Traditional and Connected Watches by Category: Volume 2018-2023

Table 2 Sales of Traditional and Connected Watches by Category: Value 2018-2023

Table 3 Sales of Traditional and Connected Watches by Category: % Volume Growth 2018-2023

Table 4 Sales of Traditional and Connected Watches by Category: % Value Growth 2018-2023

Table 5 Sales of Traditional Watches by Category: Volume 2018-2023

Table 6 Sales of Traditional Watches by Category: Value 2018-2023

Table 7 Sales of Traditional Watches by Category: % Volume Growth 2018-2023

Table 8 Sales of Traditional Watches by Category: % Value Growth 2018-2023

Table 9 Sales of Traditional Watches by Price Band: Volume 2018-2023

Table 10 □Sales of Traditional Watches by Price Band: Value 2018-2023

Table 11 □Sales of Traditional Watches by Price Band: % Volume Growth 2018-2023

Table 12 □Sales of Traditional Watches by Price Band: % Value Growth 2018-2023

Table 13 □Sales of Connected Watches by Category: Volume 2018-2023

Table 14 □Sales of Connected Watches by Category: Value 2018-2023

Table 15 □Sales of Connected Watches by Category: % Volume Growth 2018-2023

Table 16 □Sales of Connected Watches by Category: % Value Growth 2018-2023

Table 17 □NBO Company Shares of Traditional Watches: % Value 2019-2023

Table 18 □LBN Brand Shares of Traditional Watches: % Value 2020-2023

Table 19 □NBO Company Shares of Connected Watches: % Value 2019-2023

Table 20 □LBN Brand Shares of Connected Watches: % Value 2020-2023

Table 21 □Distribution of Traditional Watches by Format: % Value 2018-2023

Table 22 □Distribution of Connected Watches by Format: % Value 2018-2023

Table 23 □Forecast Sales of Traditional and Connected Watches by Category: Volume 2023-2028

Table 24 □Forecast Sales of Traditional and Connected Watches by Category: Value 2023-2028

Table 25 □Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2023-2028

Table 26 □Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2023-2028

Table 27 □Forecast Sales of Traditional Watches by Category: Volume 2023-2028

Table 28 □Forecast Sales of Traditional Watches by Category: Value 2023-2028

Table 29 □Forecast Sales of Traditional Watches by Category: % Volume Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 30 □Forecast Sales of Traditional Watches by Category: % Value Growth 2023-2028  
Table 31 □Forecast Sales of Connected Watches by Category: Volume 2023-2028  
Table 32 □Forecast Sales of Connected Watches by Category: Value 2023-2028  
Table 33 □Forecast Sales of Connected Watches by Category: % Volume Growth 2023-2028  
Table 34 □Forecast Sales of Connected Watches by Category: % Value Growth 2023-2028

## PERSONAL ACCESSORIES IN INDIA

### EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

### MARKET DATA

Table 35 Sales of Personal Accessories by Category: Volume 2018-2023

Table 36 Sales of Personal Accessories by Category: Value 2018-2023

Table 37 Sales of Personal Accessories by Category: % Volume Growth 2018-2023

Table 38 Sales of Personal Accessories by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of Personal Accessories: % Value 2019-2023

Table 40 LBN Brand Shares of Personal Accessories: % Value 2020-2023

Table 41 Distribution of Personal Accessories by Format: % Value 2018-2023

Table 42 Forecast Sales of Personal Accessories by Category: Volume 2023-2028

Table 43 Forecast Sales of Personal Accessories by Category: Value 2023-2028

Table 44 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028

Table 45 □Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

**Traditional and Connected Watches in India**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-18"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com