

## **Traditional and Connected Watches in Hong Kong, China**

Market Direction | 2024-03-28 | 27 pages | Euromonitor

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### **Report description:**

The rebound in sales of traditional and connected watches in Hong Kong has been driven by the resumption of tourists and increased foot traffic among domestic consumers. Within watches, the higher price tiers experienced a significant rebound in 2023. The spending power of affluent individuals and high net worth individuals proved resilient to economic uncertainties, unlike the less affluent consumer group. As a result, value sales of high watches were close to recovering to pre-pandemic levels.

Euromonitor International's Traditional and Connected Watches in Hong Kong, China 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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## Table of Contents:

Traditional and Connected Watches in Hong Kong, China  
Euromonitor International  
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### List Of Contents And Tables

#### TRADITIONAL AND CONNECTED WATCHES IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Resumption of outdoor and travel activities drives rebound in sales of traditional and connected watches in Hong Kong

Apple's leadership and Garmin's proactive approach support growth of smart wearables

Navigating the decline: Challenges and strategies for digital watches in Hong Kong

##### PROSPECTS AND OPPORTUNITIES

Resilient affluent consumers and symbolic status drive growth of luxury watches in Hong Kong

Rising second-hand market and Japanese shopping sprees present challenges to high watches

New product launches with diverse pricing strategies to help drive connected watches over 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

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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 HONG KONG, CHINA

### 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

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### SOURCES

Summary 1 Research Sources

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