

Traditional and Connected Watches in China

Market Direction | 2024-12-03 | 30 pages | Euromonitor

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Report description:

Traditional and connected watches in China is expected to see significant downturns in both retail volume and current value terms in 2024. This can primarily be attributed to the non-essential nature of watches in an environment marked by low consumer confidence and broader economic uncertainties. The category is set to witness a double-digit retail current value decline, driven by traditional watches, reflecting a shift in consumer priorities and a general reluctance to make discretionary purch...

Euromonitor International's Traditional and Connected Watches in 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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Smart wearables drives value growth for connected watches
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