

**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.

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## Table of Contents:

Traditional and Connected Watches in China

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### List Of Contents And Tables

#### TRADITIONAL AND CONNECTED WATCHES IN CHINA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Traditional and connected watches struggles in China in 2024

Smart wearables drives value growth for connected watches

Opportunities for some basic and mid traditional watch brands, notably Swatch

##### PROSPECTS AND OPPORTUNITIES

A return to growth, with many luxury players trying to appeal to women

The waning appeal of traditional watches amongst younger consumers

Luxury brands in traditional watches will seek to reconnect with domestic consumers through cultural ties

##### CATEGORY DATA

Table 1 Sales of Traditional and Connected Watches by Category: Volume 2019-2024

Table 2 Sales of Traditional and Connected Watches by Category: Value 2019-2024

Table 3 Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024

Table 4 Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024

Table 5 Sales of Traditional Watches by Category: Volume 2019-2024

Table 6 Sales of Traditional Watches by Category: Value 2019-2024

Table 7 Sales of Traditional Watches by Category: % Volume Growth 2019-2024

Table 8 Sales of Traditional Watches by Category: % Value Growth 2019-2024

Table 9 Sales of Traditional Watches by Price Band: Volume 2019-2024

Table 10 □Sales of Traditional Watches by Price Band: Value 2019-2024

Table 11 □Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024

Table 12 □Sales of Traditional Watches by Price Band: % Value Growth 2019-2024

Table 13 □Sales of Connected Watches by Category: Volume 2019-2024

Table 14 □Sales of Connected Watches by Category: Value 2019-2024

Table 15 □Sales of Connected Watches by Category: % Volume Growth 2019-2024

Table 16 □Sales of Connected Watches by Category: % Value Growth 2019-2024

Table 17 □NBO Company Shares of Traditional Watches: % Value 2020-2024

Table 18 □LBN Brand Shares of Traditional Watches: % Value 2021-2024

Table 19 □NBO Company Shares of Connected Watches: % Value 2020-2024

Table 20 □LBN Brand Shares of Connected Watches: % Value 2021-2024

Table 21 □Distribution of Traditional Watches by Format: % Value 2019-2024

Table 22 □Distribution of Connected Watches by Format: % Value 2019-2024

Table 23 □Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029

Table 24 □Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029

Table 25 □Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029

Table 26 □Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029

Table 27 □Forecast Sales of Traditional Watches by Category: Volume 2024-2029

Table 28 □Forecast Sales of Traditional Watches by Category: Value 2024-2029

Table 29 □Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029

Table 31 □Forecast Sales of Connected Watches by Category: Volume 2024-2029

Table 32 □Forecast Sales of Connected Watches by Category: Value 2024-2029

Table 33 □Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029

Table 34 □Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

## PERSONAL ACCESSORIES IN CHINA

### EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

### MARKET DATA

Table 35 Sales of Personal Accessories by Category: Volume 2019-2024

Table 36 Sales of Personal Accessories by Category: Value 2019-2024

Table 37 Sales of Personal Accessories by Category: % Volume Growth 2019-2024

Table 38 Sales of Personal Accessories by Category: % Value Growth 2019-2024

Table 39 NBO Company Shares of Personal Accessories: % Value 2020-2024

Table 40 LBN Brand Shares of Personal Accessories: % Value 2021-2024

Table 41 Distribution of Personal Accessories by Format: % Value 2019-2024

Table 42 Forecast Sales of Personal Accessories by Category: Volume 2024-2029

Table 43 Forecast Sales of Personal Accessories by Category: Value 2024-2029

Table 44 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029

Table 45 □Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

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### SOURCES

Summary 1 Research Sources

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