

## **Traditional and Connected Watches in Argentina**

Market Direction | 2025-01-14 | 29 pages | Euromonitor

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### **Report description:**

In 2024, retail value sales in the traditional and connected watches category grew by 110% while retail volume sales fell. The fall in demand was influenced by the government's economic transformation under President Javier Milei. Drastic spending cuts sent consumption and economic activity into a sharp decline. The economic crisis directly impacted the purchasing power of middle- and low-income households, leading to a sharp retraction in spending on non-essential products and larger ticket items.

Euromonitor International's Traditional and Connected Watches in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2020-2024), 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 2029 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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Euromonitor International

January 2025

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#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

High watches continue to drive retail volume growth, while other areas decline

Brands focus on cutting-edge technology and new models to expand their offerings in connected and activity watches

Hublot launches three watch models while Rolex maintains its lead of the high watch category

#### PROSPECTS AND OPPORTUNITIES

Possibility of stronger growth for high watches if the tax on luxury goods is removed

Connected watches and activity trackers (digital) set to gain ground as the categories see continued development

Opportunity for retail e-commerce to increase sales in the basic watch and mid watch categories

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