

Traditional and Connected Watches in Australia

Market Direction | 2025-01-13 | 33 pages | Euromonitor

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Report description:

Retail value sales of traditional and connected watches in Australia are experiencing 4% year-on-year growth in 2024, and 2% retail volume growth. This performance is mainly being driven by connected watches (4% volume growth) and basic quartz analogue watches (5% volume growth). Meanwhile, volume sales of traditional watches are stagnating, in addition to a weak performance in value terms. This can be attributed to consumers curtailing their spending on discretionary items due to the ongoing co...

Euromonitor International's Traditional and Connected Watches in Australia 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.

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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Traditional and Connected Watches in Australia
Euromonitor International
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List Of Contents And Tables

TRADITIONAL AND CONNECTED WATCHES IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Flat volumes for traditional watches as sales of connected models surge
Smart wearables facilitate and drive biohacking and other health and wellness trends
Leading players leverage consumer loyalty, extended store networks and premium sports sponsorship

PROSPECTS AND OPPORTUNITIES

Mid watches to respond to polarisation and connected competition over forecast period
Specialists to adopt omnichannel strategies in face of DTC competition online
Sustainable efforts by major players see shift to carbon neutral manufacturing and supply chain initiatives

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

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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 AUSTRALIA

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

Influence of Generation Z and millennials shapes consumer behaviour

Innovative new product development, expanding engagement and corporate acquisition ensure dynamic competitive landscape

Retail developments focus on increasing vertical integration of specialists and building seamless omnichannel strategies

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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