

Traditional and Connected Watches in Canada

Market Direction | 2025-01-14 | 32 pages | Euromonitor

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Report description:

In 2024, traditional watches and connected watches recorded retail value growth of 2%. Traditional watches remained the largest value sales category, driven by sales of high mechanical watches. Sales of high mechanical watches continued to outperform its basic and mid-range counterparts, with some wealthier consumers having a preference for craftsmanship and creativity delivered by high mechanical watches. High-end brands further fuelled demand by launching exclusive, limited-edition models. By I...

Euromonitor International's Traditional and Connected Watches in Canada 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 reliable information resources to help drive informed strategic planning.

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TRADITIONAL AND CONNECTED WATCHES IN CANADA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional watches drive growth as brands offer exclusive products and limited edition designs
Smart wearables return to growth in 2024, fuelled by innovation
The market remains fragmented as brands expand and diversify their ranges

PROSPECTS AND OPPORTUNITIES

Retail volume declines for mid watches while consumers shift to smart wearables and high-end brands
Polarisation is set to intensify as high-end brands expand their presence
Omnichannel strategies gain momentum across the forecast period

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