

## **Traditional and Connected Watches in France**

Market Direction | 2025-01-20 | 34 pages | Euromonitor

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### **Report description:**

Sales of traditional and connected watches saw a positive performance in France in 2024, due to ongoing price increases supporting value sales. Traditional watches saw the strongest value performance, although volume sales were flat. Meanwhile, connected watches saw small positive volume growth, with lower value sales compared to traditional watches. It is noted that French consumers are willing to pay a premium for mechanical watches but not for luxury timepieces. Indeed, sales of timepieces ov...

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

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### TRADITIONAL AND CONNECTED WATCHES IN FRANCE

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Traditional and connected watches see a positive performance in 2024

Sales of connected watches level out, although the highest-end models are still desirable to affluent consumers

Competitive landscape based on ongoing upgrades in luxury watches and wearables

#### PROSPECTS AND OPPORTUNITIES

Modest growth expected, mainly in high-end and luxury watches

Recovery expected in some basic and mid-range smart wearables and luxury wearables

Competition from second-hand, room for growth in department stores and multi-brand specialised stores, and a rebound in online sales

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