

## **Traditional and Connected Watches in Indonesia**

Market Direction | 2025-01-09 | 30 pages | Euromonitor

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### **Report description:**

Traditional and connected watches registered robust growth in current value and volume terms in Indonesia in 2024, driven by connected watches and in particular smart wearables, which enjoyed exceptional growth thanks to an ever-widening range of advanced features. Such products are becoming an increasingly popular choice amongst health-conscious Indonesians who wish to monitor metrics such as oxygen saturation, blood pressure, sleep quality and resting heart rate. Local consumers are also more...

Euromonitor International's Traditional and Connected Watches in Indonesia 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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Euromonitor International  
January 2025

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**TRADITIONAL AND CONNECTED WATCHES IN INDONESIA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Traditional timepieces continue to lose ground to connected watches in 2024  
Indonesian government imposes new taxes on imported watches, but international players still lead the field  
Gen Z shows a keen interest in luxury watches and shopping online

**PROSPECTS AND OPPORTUNITIES**

Connected watches will drive category growth, while second-hand sales of luxury watches are expected to increase over the forecast period  
Active lifestyle marketing activities set to attract more customers  
Emerging local luxury brand Regan Harney sets its sights on expansion across the region

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