

## **Traditional and Connected Watches in Italy**

Market Direction | 2025-01-09 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In 2024, traditional watches gained ground in Italy, increasing in both volume and value terms, while connected watches saw a negative performance in both aspects. This negative trend likely reflects a category that is becoming somewhat mature despite continued interest in digital connectivity.

Euromonitor International's Traditional and Connected Watches in Italy 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

TRADITIONAL AND CONNECTED WATCHES IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive performance for watches in Italy, driven by traditional watches

Luxury brands continue to lead sales of traditional watches

New products integrating technology attract interest in 2024

PROSPECTS AND OPPORTUNITIES

Rise of the online channel will challenge physical retailers over the forecast period

Sustainability will be increasingly important for players and consumers

Brand image and heritage will remain key themes for traditional watches

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

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 ITALY                 |   |
| EXECUTIVE SUMMARY                             |   |
| Personal accessories in 2024: The big picture |   |
| 2024 key trends                               |   |
| Competitive landscape                         |   |
| Retailing developments                        |   |
| 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  |
| DISCLAIMER                                    |   |
| SOURCES                                       |   |
| Summary 1 Research Sources                    |   |

## Traditional and Connected Watches in Italy

Market Direction | 2025-01-09 | 31 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €995.00  |
|                | Multiple User License (1 Site) | €1990.00 |
|                | Multiple User License (Global) | €2985.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2025-05-09"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com