

Traditional and Connected Watches in Malaysia

Market Direction | 2025-01-20 | 32 pages | Euromonitor

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Report description:

In 2024, traditional and connected watches in Malaysia saw lower-priced watches impacted by rising living costs amid a challenging economic environment. Local consumers are increasingly cautious about discretionary spending, focusing their limited budgets on essential items rather than luxury or non-essential goods. This shift in priorities has resulted in slower sales for basic and lower mid-price range watches. Compounding the issue is the waning popularity of digital watches, traditionally of...

Euromonitor International's Traditional and Connected Watches in Malaysia 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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Euromonitor International

January 2025

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TRADITIONAL AND CONNECTED WATCHES IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Challenging economic environment slows growth in lower-priced watches in 2024

Rising health consciousness boosts demand for connected watches

Surging popularity of niche independent brands leads to further fragmentation in luxury watches, with players investing more in partnerships

PROSPECTS AND OPPORTUNITIES

Rapid store expansion and international tourist arrivals to support growth for mid- and high-priced items

Retailers will focus more on enhancing in-store experience, while consumers will opt for connected watches

Rising living costs likely to prompt greater player investment in promotional activities

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