

Traditional and Connected Watches in Poland

Market Direction | 2025-01-22 | 29 pages | Euromonitor

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Report description:

In 2024, traditional and connected watches recorded significant retail value growth of 16%, with connected watches driving growth of 21%. Technological progress is driving a divide between traditional and more advanced accessories, leading connected watches to be the best performing category. This category caters to a technologically savvy, digital-oriented audience that differs from the clientele of traditional mechanical watches. Smart wearables were the top performing subcategory within conne...

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

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TRADITIONAL AND CONNECTED WATCHES IN POLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional watchmakers focus on heritage and craftsmanship to remain competitive against connected watches

The ongoing expansion of the pre-owned watch market shapes buying habits in 2024

Retail e-commerce drives sales of both smartwatches and niche traditional watches

PROSPECTS AND OPPORTUNITIES

The luxury segment is expected to remain resilient, bolstering growth across the forecast period

There will be an ongoing emphasis on partnerships and high-profile sponsorships

Retail e-commerce is expected to gain ground as brands focus on direct distribution

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