

Traditional and Connected Watches in Romania

Market Direction | 2025-01-22 | 30 pages | Euromonitor

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Report description:

In 2024, retail value sales of traditional and connected watches increased by 19% in current terms, while retail volume growth was also significant at 16%. Connected watches saw a stronger performance than traditional watches, being the best performing category with 25% retail value growth. The surge in demand can be attributed to the growing interest in multifunctional devices that seamlessly integrate into daily life, as well as the rise of health-conscious consumers who are prioritising welln...

Euromonitor International's Traditional and Connected Watches in Romania 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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TRADITIONAL AND CONNECTED WATCHES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong double-digit growth is bolstered by connected watches in 2024
Traditional luxury timepieces appeal as investment pieces, offering craftsmanship and heritage
Retailers offer sophisticated shopping experiences to entice consumers

PROSPECTS AND OPPORTUNITIES

The rising importance of investment pieces is expected to drive sales of luxury, high watches
Sustainability and transparency will become central to brand strategies
Potential for customised options to gain ground, aided by technological advancements

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