

Traditional and Connected Watches in South Korea

Market Direction | 2025-01-15 | 30 pages | Euromonitor

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Report description:

Traditional and connected watches in South Korea is expected to return to growth in both retail volume and current value terms in 2024, with increases anticipated for both traditional watches and connected watches. Within traditional watches, although mechanical watches accounts for the majority of sales, the preference for these watches continues to increase, with this category set to see the strongest retail current value growth rate in 2024. Mechanical watches are seen not only as functional...

Euromonitor International's Traditional and Connected Watches in South Korea 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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TRADITIONAL AND CONNECTED WATCHES IN SOUTH KOREA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Within traditional watches, mechanical watches increase in popularity
Move towards cheaper brands and models within smart wearables
The wider range of luxury brands available impacts the share of leading brand Rolex

PROSPECTS AND OPPORTUNITIES

Re-commerce expected to hamper volume growth for traditional and connected watches
High watches set to outperform, but connected watches likely to suffer
Appliances and electronics specialists set to continue to lose share

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