

Traditional and Connected Watches in Sweden

Market Direction | 2025-01-22 | 31 pages | Euromonitor

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Report description:

In 2024, traditional and connected watches in Sweden saw retail value sales rise by 5%. While connected watches led retail value growth at 7%, traditional watches drove value growth of 4%, being lower than the growth recorded over the review period. This lower growth was especially noted in high end, luxury watches, with sales falling compared to the COVID-19 pandemic rebound years. However, traditional luxury brands, like Louis Vuitton and Gucci, have performed better in Sweden than internation...

Euromonitor International's Traditional and Connected Watches in Sweden 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

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TRADITIONAL AND CONNECTED WATCHES IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value growth with basic mechanical watches recording solid results

Connected watches drive the strongest value growth, benefiting from the rising health and wellness trend

Brands place emphasis on sustainability while second-hand options remain popular

PROSPECTS AND OPPORTUNITIES

Positive retail value growth driven by investors, customisation and a strong performance from connected watches

Swedish watch brands will seek to capitalise upon their local heritage

Luxury players are expected to balance an online presence with exclusive instore experiences

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