

**Traditional and Connected Watches in Switzerland**

Market Direction | 2025-01-14 | 32 pages | Euromonitor

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**Report description:**

In 2024, the traditional and connected watches market in Switzerland saw retail value growth of 2% and retail volume growth of 1%. While these results remained positive, they were significantly slower than the double-digit growth in retail value and volume seen in 2023. This slowdown reflects a combination of factors, including ongoing economic pressures and shifting consumer behaviours. Amid the cost of living crisis and geopolitical uncertainties, Swiss consumers took a more cautious approach...

Euromonitor International's Traditional and Connected Watches in Switzerland 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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##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Traditional watches outperform connected watches, which record a volume and value decline

The Swatch Group and Rolex SA lead the competitive landscape with strong brand reputations

Jewellery and watch specialists continue to lead sales through in-person expertise

##### PROSPECTS AND OPPORTUNITIES

Traditional watches record positive value growth while demand for connected watches is expected to decline

High and mid watches are set to drive demand as basic watches decline

Lack of innovation and competition from alternative smart wearables is set to challenge sales of connected watches

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