

Traditional and Connected Watches in Taiwan

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Report description:

In 2024, traditional and connected watches have seen a retail value increase of 3%, while volume sales have seen a slight decline. However, volume growth continued to be positive for connected watches, supported by the demand for a healthier lifestyle. Connected watches have also launched advanced and targeted applications, supporting growth. For example, there are applications targeting outdoor enthusiasts, such as hikers and golfers, individuals engaged in light workouts, sports-loving children,...

Euromonitor International's Traditional and Connected Watches in Taiwan 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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reliable information resources to help drive informed strategic planning.

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TRADITIONAL AND CONNECTED WATCHES IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Connected watches drive growth through targeted features and ongoing innovation

New launches align with the Y2K trend, offering playful and colourful designs

Brands launch sustainable ranges to align with rising consumer demands

PROSPECTS AND OPPORTUNITIES

Innovation and ongoing product development are expected to boost growth in connected watches

Traditional watches will continue to benefit from an alignment with fashion, status and craftsmanship

The second-hand watch market is poised for substantial growth as consumer look to avoid long waiting lists

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