

Traditional and Connected Watches in Thailand

Market Direction | 2025-01-21 | 30 pages | Euromonitor

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Report description:

Traditional and connected watches in Thailand benefited from the introduction of new brands and collections in 2024, bringing renewed energy and vibrancy to the category. Sri Thong Panich, a local importer and distributor, introduced an array of Frederique Constant collections, including the exclusive Highlife Tourbillon Perpetual Calendar Manufacture, of which only 30 pieces exist globally and just one is available in Thailand. Other notable models include the Highlife Worldtimer Manufacture, H...

Euromonitor International's Traditional and Connected Watches in Thailand 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

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New brands and collections energise category in 2024

Sales soar for second-hand watches

Exhibitions, pop-up stores and cafes expand across the country

PROSPECTS AND OPPORTUNITIES

Premiumisation trends set to drive overall category growth

Pre-owned luxury watch market will see accelerated expansion during forecast period

Further market polarisation expected for traditional and connected watches

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