

Traditional and Connected Watches in the Netherlands

Market Direction | 2025-01-22 | 29 pages | Euromonitor

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Report description:

In 2024, sales of traditional and connected watches registered positive growth in the Netherlands, with retail value uplift of 9%. While Dutch consumers were more cautious regarding spending, the interest in fashion accessories continued to influence the growth in demand for watches, with retail volume growth being positive, at 4%. Manufacturers continued to invest in product innovation and advertising in 2024, especially products seen more often as a fashion statement.

Euromonitor International's Traditional and Connected Watches in Netherlands 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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Euromonitor International

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TRADITIONAL AND CONNECTED WATCHES IN THE NETHERLANDS

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustained demand is driven by the influx of tourists and interest in fashion

Special and vintage editions drive growth as consumers seek quality designs

As interest grows in high mechanical watches, luxury players invest in the category

PROSPECTS AND OPPORTUNITIES

Positive growth is expected as consumers reach for affordability, style and design

Pre-owned watches will increasingly be embraced as investments by retailers

Players are expected to place more investment and strategy on retail e-commerce

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