

## **Traditional and Connected Watches in the Philippines**

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

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### **Report description:**

In 2024, traditional watches continued to experience healthy growth in volume terms in the Philippines, reflecting the steady demand for reliable and classic timepieces. Despite the wide range of maximalist watch designs available, minimalist styles remain among the most popular choices for consumers. This preference is largely driven by the high cost of watches, prompting consumers to select versatile pieces that can complement various occasions and outfits. Demand for minimalist watches is fur...

Euromonitor International's Traditional and Connected Watches in Philippines 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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Table of Contents:

Traditional and Connected Watches in the Philippines  
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List Of Contents And Tables

TRADITIONAL AND CONNECTED WATCHES IN THE PHILIPPINES

KEY DATA FINDINGS

2024 DEVELOPMENTS

Minimalist watches endure as versatile choice

Connected watches continue to see rapid growth, driven by demand for multifunctionality and affordability

Luxury watches especially for men, see increased demand in casinos and high-end retail outlets

PROSPECTS AND OPPORTUNITIES

Connected watches will lead expansion, driven by connected work culture and consumers investing in health

Cross-collaborations will continue to gain traction

Shift to online sales, driven by e-commerce expansion and attractive incentives

CATEGORY DATA

Table 1 Sales of Traditional and Connected Watches by Category: Volume 2019-2024

Table 2 Sales of Traditional and Connected Watches by Category: Value 2019-2024

Table 3 Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024

Table 4 Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024

Table 5 Sales of Traditional Watches by Category: Volume 2019-2024

Table 6 Sales of Traditional Watches by Category: Value 2019-2024

Table 7 Sales of Traditional Watches by Category: % Volume Growth 2019-2024

Table 8 Sales of Traditional Watches by Category: % Value Growth 2019-2024

Table 9 Sales of Traditional Watches by Price Band: Volume 2019-2024

Table 10 □Sales of Traditional Watches by Price Band: Value 2019-2024

Table 11 □Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024

Table 12 □Sales of Traditional Watches by Price Band: % Value Growth 2019-2024

Table 13 □Sales of Connected Watches by Category: Volume 2019-2024

Table 14 □Sales of Connected Watches by Category: Value 2019-2024

Table 15 □Sales of Connected Watches by Category: % Volume Growth 2019-2024

Table 16 □Sales of Connected Watches by Category: % Value Growth 2019-2024

Table 17 □NBO Company Shares of Traditional Watches: % Value 2020-2024

Table 18 □LBN Brand Shares of Traditional Watches: % Value 2021-2024

Table 19 □NBO Company Shares of Connected Watches: % Value 2020-2024

Table 20 □LBN Brand Shares of Connected Watches: % Value 2021-2024

Table 21 □Distribution of Traditional Watches by Format: % Value 2019-2024

Table 22 □Distribution of Connected Watches by Format: % Value 2019-2024

Table 23 □Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029

Table 24 □Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029

Table 25 □Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029

Table 26 □Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029

Table 27 □Forecast Sales of Traditional Watches by Category: Volume 2024-2029

Table 28 □Forecast Sales of Traditional Watches by Category: Value 2024-2029

Table 29 □Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029

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Table 30 □Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029

Table 31 □Forecast Sales of Connected Watches by Category: Volume 2024-2029

Table 32 □Forecast Sales of Connected Watches by Category: Value 2024-2029

Table 33 □Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029

Table 34 □Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

PERSONAL ACCESSORIES IN THE PHILIPPINES

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 35 Sales of Personal Accessories by Category: Volume 2019-2024

Table 36 Sales of Personal Accessories by Category: Value 2019-2024

Table 37 Sales of Personal Accessories by Category: % Volume Growth 2019-2024

Table 38 Sales of Personal Accessories by Category: % Value Growth 2019-2024

Table 39 NBO Company Shares of Personal Accessories: % Value 2020-2024

Table 40 LBN Brand Shares of Personal Accessories: % Value 2021-2024

Table 41 Distribution of Personal Accessories by Format: % Value 2019-2024

Table 42 Forecast Sales of Personal Accessories by Category: Volume 2024-2029

Table 43 Forecast Sales of Personal Accessories by Category: Value 2024-2029

Table 44 □Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029

Table 45 □Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

## Traditional and Connected Watches in the Philippines

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