

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 furt...

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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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

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