

Traditional and Connected Watches in the US

Market Direction | 2025-01-15 | 33 pages | Euromonitor

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Report description:

Following its soaring post-pandemic recovery, driven by high-priced models, traditional watches in the US is set to continue posting moderate retail current value growth in 2024. High watches is expected to continue driving growth, despite the expectation of a softening from 2023. High-priced timepieces (over USD1,000) have benefited from being seen as an investment vehicle, particularly when it comes to luxury brands, where exclusivity and limited production runs create a further sense of urgency...

Euromonitor International's Traditional and Connected Watches in USA 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

January 2025

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Connected watches continues benefiting from consumer investment in health and wellness-oriented products

Brands that blend luxury and affordability resonate with consumers

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Despite more cautious consumer behaviour, players see long-term optimism for traditional watches

Players are balancing efforts to improve online and in-store shopping to create a truly seamless omnichannel experience

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