

## **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 urgen...

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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## Table of Contents:

Traditional and Connected Watches in the US

Euromonitor International

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List Of Contents And Tables

### TRADITIONAL AND CONNECTED WATCHES IN THE US

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

The once distinct overperformance of high watches narrows in 2024

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

Brands that blend luxury and affordability resonate with consumers

#### PROSPECTS AND OPPORTUNITIES

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

Connected watches to be challenged by disruption from smart rings over the forecast period

#### 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 US	
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
DISCLAIMER	
SOURCES	
Summary 1 Research Sources	

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