

**Traditional and Connected Watches in Turkey**

Market Direction | 2025-01-22 | 28 pages | Euromonitor

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**Report description:**

In traditional and connected watches, luxury brand sales have not been impacted by the economic downturn in Turkey. The waiting list for brands such as Audemars Piguet, Rolex and Patek Philippe in Turkey remains around 1.5 years highlighting robust demand for such luxury brands. Consumer demand outperformed supply over the review period with highly affluent shoppers unaffected by the inflationary conditions. Overall, volume sales of traditional and connected watches remain well below pre-pandem...

Euromonitor International's Traditional and Connected Watches in Turkey 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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Rise in sales of second-hand watches

E-commerce is a key channel for watches

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Connected watches may suffer from shorter lifecycle

Second-hand sales platforms are expected to grow

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