

Traditional and Connected Watches in Ukraine

Market Direction | 2025-01-22 | 30 pages | Euromonitor

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Report description:

In 2024, traditional and connected watches saw a significant uplift of 40% in retail value growth, while retail volume saw double-digit growth. These figures represent an ongoing rebound from the significant decline noted in 2022, aligned with Russia's invasion of Ukraine. The category benefited from postponed purchases as well as the emergence of a new middle class. While many of the previous active consumers, particularly those purchasing luxury watches, emigrated due to the war, a new group o...

Euromonitor International's Traditional and Connected Watches in Ukraine 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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TRADITIONAL AND CONNECTED WATCHES IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban consumers support an uplift in retail value and volume growth
Basic quartz digital watches record strong growth, offering affordability to consumers in 2024
Apple leads with almost a quarter of share, appealing through high-tech innovation

PROSPECTS AND OPPORTUNITIES

The growing reliance on smartphones and smart wearables is expected to pose a challenge to traditional watches
Connected watches and smart wearables set to lead value growth, appealing to younger consumers
Retail e-commerce is expected to gain ground, moving from a browsing platform to a sales platform

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