

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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Table of Contents:

Traditional and Connected Watches in Ukraine

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List Of Contents And Tables

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

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

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 UKRAINE

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

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SOURCES

Summary 1 Research Sources

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