

# **Global Luxury Watch Market Size study & Forecast, by Type (Analog Watch, Luxury Watch), by End User (Women, Men, Unisex), by Distribution Channel (Offline Retail Stores, Online Retail Stores) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Luxury Watch Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than 3.25% over the forecast period 2023-2030. A luxury watch is a meticulously crafted timepiece that embodies exceptional craftsmanship, precision engineering, and exquisite design. It is typically made with the finest materials, including precious metals, diamonds, and high-quality leathers. Luxury watches often showcase intricate complications, such as tourbillons, perpetual calendars, and chronographs, demonstrating the brand's technical prowess and innovation. Beyond their functional purpose of telling time, luxury watches are regarded as symbols of status, refinement, and a timeless sense of style, appealing to discerning individuals who appreciate the artistry, exclusivity, and enduring value that these timepieces represent. The factors driving the growth of luxury watch market are rising demand for luxury goods and growing consumer preference for high-quality, premium watches.

According to Europa Star, an international watch magazine, the global market value of Rolex in 2021 was USD 8.81 billion thus leading the luxury watch market. Another factor driving the market is growing consumer preference for high-quality, premium watches. Worldwide, people are interested in using high-quality products that are made using advanced technology and materials. Owning such products is seen as a way to show off one's social status. Moreover, the innovation of luxury smartwatches with advanced features, such as monitoring heart rate, blood and oxygen levels, sleep patterns, and tracking physical activity along with the customization and personalized options is

expected to create abundant opportunities in the market. However, the high cost of Luxury Watch and intense competition with numerous established brands and new entrants vying for market share stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Luxury Watch Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 due to its strong economy, large middle class with considerable disposable income, and strong influence on global fashion and trends. However, Asia Pacific is expected to become the fastest growing during the forecast period, owing to factors such as rising disposable income, growing consumer base, and increasing preference for luxury goods, particularly in countries like China, Japan, and South Korea. According to the Federation of the Swiss Watch Industry, Swiss watch exports to Mainland markets, primarily China, reached a total of CHF 212 million (USD 2.39 billion) in 2022, accounting for 8.8% of the market share.

Major market player included in this report are:

Rolex SA  
Hermes International SA  
Chanel SA  
Moët Hennessy Louis Vuitton SE (LVMH)  
Kering Group  
Compagnie Financiere Richemont SA  
The Swatch Group Ltd  
Audemars Piguet  
Patek Philippe SA  
The Swatch Group Ltd

Recent Developments in the Market:

In December 2022, Bucherer, a prominent luxury goods company, acquired Klarlund, a renowned Danish watch and jewelry retailer. This strategic acquisition is expected to support Klarlund in solidifying its position as a leading destination for watch enthusiasts in Denmark.

In October 2022, Ethos Limited, a luxury watch retailer, revealed its intentions to launch 30-35 new stores across India within the next three years. The company's expansion plans are driven by the growing demand for luxury watches in the Indian market.

Global Luxury Watch Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, End User, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Analog Watch

Digital Watch

By End User:

Women

Men

Unisex

By Distribution Channel:

Offline Retail Stores

Online Retail Stores

By Region:

North America

U.S.

Canada

Europe

UK  
Germany  
France  
Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC

Latin America  
Brazil  
Mexico

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of Middle East & Africa

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