

Global Outdoor Watch Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Outdoor Watch market size will reach 87,067 Million USD in 2025 and is projected to reach 248,305 Million USD by 2032, with a CAGR of 16.15% (2025-2032). Notably, the China Outdoor Watch market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Outdoor watches, also known as adventure or sports watches, are timepieces designed to withstand the rigors of outdoor activities and provide features tailored to outdoor enthusiasts. These watches are equipped with a range of functions and rugged construction to endure extreme conditions. Common features include water resistance, barometers, altimeters, compasses, GPS, and additional sensors for tracking altitude, temperature, and weather. Outdoor watches are essential tools for hikers, climbers, skiers, and other outdoor adventurers, offering not only accurate timekeeping but also valuable data and information to enhance safety and performance during outdoor pursuits. They are designed to be durable, reliable, and capable of functioning in diverse environments, making them valuable companions for those who love the great outdoors.

The major global manufacturers of Outdoor Watch include Swatch Group, Rolex, Suunto, Casio, Seiko, LUMINOX, Garmin, Fossil, Citizen, Chopard, Apple, TIMEX, NOMOS Glash?tte, Ezon, Movado Group, Samsung, Pebble, Huawei, Sony, LG, Fitbit,

etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Outdoor Watch. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Outdoor Watch market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Outdoor Watch market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Outdoor Watch industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Outdoor Watch Include:

Swatch Group

Rolex

Suunto

Casio

Seiko

LUMINOX

Garmin

Fossil

Citizen

Chopard

Apple

TIMEX

NOMOS Glashütte

Ezon

Movado Group

Samsung

Pebble

Huawei

Sony

LG

Fitbit

Outdoor Watch Product Segment Include:

Quartz Movement

Mechanical Movement

Outdoor Watch Product Application Include:

Amateur Outdoor Enthusiasts

Professional Outdoor Enthusiasts

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