

The Interplay Between Smart and Traditional Watches

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Date: June 2018

Pages: 39

Price: US\$ 1,325.00 (Single User License)

ID: I10A2EC7B75EN

Abstracts

The decline of traditional watches and the explosion of smartwatches ignited a cause-effect narrative. Yet, the recovery of traditional watches, and the slowdown of wearable electronics, clearly indicates the two categories tap into different consumer groups and can easily coexist. This report analyses the interdependencies of these categories, which increasingly influence each other, as a growing number of either traditional or smart players cross the line and further blend both references.

Euromonitor International's The Interplay Between Smart and Traditional Watches global briefing offers detailed strategic analysis of the global Personal Accessories market by pinpointing growth sectors and identify factors driving change. The report identifies leading companies and brands within the keenly contested, fashion-driven competitive landscape, trend developments, economic/lifestyle influences, seasonal patterns, market and distribution strategies. Forecasts illustrate how the market is predicted to develop between mature and emerging countries, threats facing the business as well as opportunities to be seized for further growth.

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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