

# Luxury Timepieces in Thailand

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## Abstracts

Luxury timepieces registered strong sales declines during 2020 as the COVID-19 pandemic placed significant pressure on demand for non-essential products. Pressure on jobs and disposable incomes due to the uncertainty created by the pandemic in 2020, meant relatively few people were able to justify spending significant sums on luxury timepieces. Instead, most people chose to save their money and postpone non-essential purchases until the economic environment became more favourable. While the inco...

Euromonitor International's Luxury Timepieces in Thailand report offers a comprehensive guide to the size and shape of the Luxury Timepieces market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Timepieces retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

**Product coverage:** Men's Luxury Timepieces, Women's Luxury Timepieces.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Luxury Timepieces 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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After a decline in sales in 2020, the category returns to growth in 2021 stimulated by new launches

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After a sole reliance on online marketing in 2020, some exhibitions of luxury timepieces take place in 2021

#### PROSPECTS AND OPPORTUNITIES

Strong sales recovery based on rising demand among younger consumers

New launches and marketing designed for specific target audiences such as younger demographics, women and sporty people

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