

Traditional and Connected Watches in Brazil

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Abstracts

Despite the strong appeal of connected watches, in 2022 traditional luxury products (high watches) are expected to maintain the good current value performance recorded since the beginning of the pandemic. The more limited offer of entertainment options, such as international travel, and the constant threat to social occasions imposed by COVID-19 has had a positive impact on the consumption of premium and luxury items, including watches. One of the main drivers behind the growth of these high-end...

Euromonitor International's Traditional and Connected Watches in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), 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 2026 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.

Contents

TRADITIONAL AND CONNECTED WATCHES IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Traditional watches grows, boosted by sales of luxury products

Smart wearables grows in Brazil, but is threatened by illegal products

Greater concern with health and self-care are positives left by the pandemic

PROSPECTS AND OPPORTUNITIES

Smart wearables set to see rising popularity as cheaper options become available

More than a utility, watches can be part of a lifestyle

Anxiety management and mental health: obstacles and opportunity for watches

CATEGORY DATA

Table 1 Sales of Traditional and Connected Watches by Category: Volume 2017-2022

Table 2 Sales of Traditional and Connected Watches by Category: Value 2017-2022

Table 3 Sales of Traditional and Connected Watches by Category: % Volume Growth 2017-2022

Table 4 Sales of Traditional and Connected Watches by Category: % Value Growth 2017-2022

Table 5 Sales of Traditional Watches by Category: Volume 2017-2022

Table 6 Sales of Traditional Watches by Category: Value 2017-2022

Table 7 Sales of Traditional Watches by Category: % Volume Growth 2017-2022

Table 8 Sales of Traditional Watches by Category: % Value Growth 2017-2022

Table 9 Sales of Traditional Watches by Price Band: Volume 2017-2022

Table 10 Sales of Traditional Watches by Price Band: Value 2017-2022

Table 11 Sales of Traditional Watches by Price Band: % Volume Growth 2017-2022

Table 12 Sales of Traditional Watches by Price Band: % Value Growth 2017-2022

Table 13 Sales of Connected Watches by Category: Volume 2017-2022

Table 14 Sales of Connected Watches by Category: Value 2017-2022

Table 15 Sales of Connected Watches by Category: % Volume Growth 2017-2022

Table 16 Sales of Connected Watches by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Traditional Watches: % Value 2018-2022

Table 18 LBN Brand Shares of Traditional Watches: % Value 2019-2022

Table 19 NBO Company Shares of Connected Watches: % Value 2018-2022

Table 20 LBN Brand Shares of Connected Watches: % Value 2019-2022

Table 21 Distribution of Traditional Watches by Format: % Value 2017-2022

Table 22 Distribution of Connected Watches by Format: % Value 2017-2022

Table 23 Forecast Sales of Traditional and Connected Watches by Category: Volume 2022-2027

Table 24 Forecast Sales of Traditional and Connected Watches by Category: Value 2022-2027

Table 25 Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2022-2027

Table 26 Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2022-2027

Table 27 Forecast Sales of Traditional Watches by Category: Volume 2022-2027

Table 28 Forecast Sales of Traditional Watches by Category: Value 2022-2027

Table 29 Forecast Sales of Traditional Watches by Category: % Volume Growth 2022-2027

Table 30 Forecast Sales of Traditional Watches by Category: % Value Growth 2022-2027

Table 31 Forecast Sales of Connected Watches by Category: Volume 2022-2027

Table 32 Forecast Sales of Connected Watches by Category: Value 2022-2027

Table 33 Forecast Sales of Connected Watches by Category: % Volume Growth 2022-2027

Table 34 Forecast Sales of Connected Watches by Category: % Value Growth 2022-2027

PERSONAL ACCESSORIES IN BRAZIL

EXECUTIVE SUMMARY

Personal accessories in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for personal accessories?

MARKET DATA

Table 35 Sales of Personal Accessories by Category: Volume 2017-2022

Table 36 Sales of Personal Accessories by Category: Value 2017-2022
Table 37 Sales of Personal Accessories by Category: % Volume Growth 2017-2022
Table 38 Sales of Personal Accessories by Category: % Value Growth 2017-2022
Table 39 NBO Company Shares of Personal Accessories: % Value 2018-2022
Table 40 LBN Brand Shares of Personal Accessories: % Value 2019-2022
Table 41 Distribution of Personal Accessories by Format: % Value 2017-2022
Table 42 Forecast Sales of Personal Accessories by Category: Volume 2022-2027
Table 43 Forecast Sales of Personal Accessories by Category: Value 2022-2027
Table 44 Forecast Sales of Personal Accessories by Category: % Volume Growth 2022-2027
Table 45 Forecast Sales of Personal Accessories by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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