

Traditional and Connected Watches in China

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Abstracts

In 2023, following the post-COVID-19 reopening, traditional and connected watches in China began to gradually recover, particularly after travel and health restrictions were lifted. After seeing a strong decline in 2022, the category is set to see some recovery in 2023, although it is not set to return to its 2021 levels of sales in either retail volume or current value terms. Within this context, high watches stands out – expected to showcase rather pronounced growth in 2023, with Swiss luxury...

Euromonitor International's Traditional and Connected Watches in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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.

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