

Traditional and Connected Watches in Italy

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Abstracts

Traditional and connected watches saw double-digit growth in current value terms in 2022, although sales of traditional watches remained below 2019 levels. Traditional watches were severely impacted by the COVID-19 pandemic in 2020, although sales saw an encouraging double-digit uplift in 2021, due to the reopening of specialist stores in nearly all of Italy in April 2021. In 2022, a continued recovery was linked to the success of the country's vaccination programme, with close to 80% of the pop...

Euromonitor International's Traditional and Connected Watches in Italy 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.

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TRADITIONAL AND CONNECTED WATCHES IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of watches edge towards pre-pandemic levels in 2022

Traditional high watches benefit from the return of tourists, although Rolex suffers from supply issues

Rolex continues to lead watches, despite supply issues

PROSPECTS AND OPPORTUNITIES

High watches to benefit from their status as a stable investment, as well as the return of tourism

Dynamic growth for smart wearables, which will benefit from rising demand among health-conscious consumers

Manufacturers will strive to offer omnichannel experiences

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