

# Traditional and Connected Watches in Sweden

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## Abstracts

Through 2022, basic and mid-range offerings are continuing to lose their share. Digital offerings – activity and smartwatches – have convinced consumers to swap traditional offerings for entry-level digital products. In addition, an increase in luxury current value sales is further weakening sales in the mid-range, especially at the higher end.

Euromonitor International's Traditional and Connected Watches in Sweden 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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Activity watches record a current value decline as consumers opt for smart wearables

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