

# Traditional and Connected Watches in Switzerland

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## Abstracts

The Swiss market for traditional and connected watches, renowned globally for its high-quality timepieces, is undergoing an evolution characterised by an expanding interest in various watch types, transcending the boundaries of luxury. A notable addition to this landscape is the rising popularity of digital quartz watches among Swiss consumers, appreciated for their practicality and contemporary designs. Alongside, analogue quartz watches maintain a robust presence, now enhanced with innovative...

Euromonitor International's Traditional and Connected Watches in Switzerland 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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Euromonitor International

March 2024

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