

# Traditional and Connected Watches in Brazil

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## Abstracts

In traditional and connected watches in Brazil, the year 2023 unfolded against the backdrop of a recovering yet nuanced economic and social environment. As the country grappled with the aftermath of pandemic-induced uncertainties, the category reflected the consequences of a shifting landscape. The preceding years were marked by profound challenges for companies in traditional and connected watches in Brazil. The economic downturn, coupled with a loss of consumer purchasing power, cast a shadow...

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 (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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February 2024

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