

# Watches in Australia

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## Abstracts

Having seen a dramatic decline in sales in 2020, the watches category is set to register strong growth in 2021. The marked fall in the number of inbound tourists, especially from China, had a considerable negative impact on category sales, as visitors from China represent a key consumer group in higher-end segments. However, while Australia's borders remained closed in 2021, increasing domestic demand helped watches to return to growth as Australians were not traveling and choosing to spend the...

Euromonitor International's Watches in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), 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 2025 illustrate how the market is set to change.

**Product coverage:** Watches by Price Band, Watches by type.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the 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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