

# Watches in Italy

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## Abstracts

Watches was one of the worst hit categories by the COVID-19 pandemic in 2020 but is expected to post a mild recovery in 2021 with single digit growth expected for the year. At the beginning of 2021, the category began its slow recovery, but Italy was then hit by a third wave of contagion in March 2021 which left most regions of the country subject to the strictest restrictions again as red zones. This meant that non-essential retail outlets such as jewellery and watch specialist retailers had to...

Euromonitor International's 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 (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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