

Watches in Indonesia

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Abstracts

Having plunged by just over a fifth during 2020, retail current value sales of watches are set to rebound strongly during 2021. However, they will remain below their pre-pandemic (2019) peak. Economic disruption arising from COVID-19 had a significant negative effect on demand for watches during 2020 because they are a discretionary purchase for many consumers, who increasingly can use their smartphones to tell the time. Moreover, with consumers spending more time at home during year, they had l...

Euromonitor International's Watches in Indonesia 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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As the economy revives, retail current value sales of quartz watches will rebound

Growing interest in smart watches reflects heightened consumer interest in health and wellness

Local consumers continue to favour Swiss and Japanese brands

PROSPECTS AND OPPORTUNITIES

Demand for mechanical watches will revive as the economy recovers and consumers spend less time at home

Demand for smart watches will continue to strengthen, which will negatively affect demand for quartz analogue and quartz digital watches

E-commerce will continue to grow in importance, particularly for less expensive watches

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