

Watches in Mexico

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Abstracts

Having plunged by more than a fifth during 2020, there will be a modest recovery in retail current value sales of watches during 2021. Even before the onset of the pandemic, retail current value sales of watches had begun to stagnate in a difficult economic environment. Already cautious, the economic shock of COVID-19 led many local consumers to significantly reduce their discretionary spending.

Euromonitor International's Watches in Mexico 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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Multi-brand strategy and widening distribution help Swatch Group Mexico SA de CV stay on top

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