

# Watches - Germany

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## Abstracts

Although the watches sector in Germany was able to register continued value growth while sales of other sectors of personal goods declined, it experienced a significant setback in 2009 relative to the previous year. This was mainly attributable to the influence of the global financial crisis, which affected the premium subsectors of watches in particular. The strong performance of the sector in 2009 is ascribed to watches' role as not only timepieces but also important fashion accessories that...

Euromonitor International's Watches in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2005-2009), 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 2014 illustrate how the market is set to change.

**Product coverage:** Mechanical, Quartz Analogue, Quartz Digital

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

### Why buy this report?

Get a detailed picture of the Personal Goods industry;

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 30 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 and Santiago and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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