

Middle East Quartz Watch Market Size, Share & Trends Analysis Report By Price (Economy, Premium), By End Use (Men, Women), By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

The Middle East quartz watch market size was estimated at USD 601.6 million in 2024 and is projected to reach USD 835.4 million by 2033, growing at a CAGR of 3.7% from 2025 to 2033. The expansion is fueled by rising demand for trendy and value-for-money watches among youths and growing retail penetration in premium consumer markets such as the UAE and Saudi Arabia.

Rising tourism and gifting trends fuel steady market growth. A notable trend in the Middle East quartz watch industry is the increasing demand for slim, streamlined quartz watches from firms such as Seiko, Tissot, and Casio due to consumers seeking understated luxury and high-accuracy timekeeping at reasonable prices. Dubai and Riyadh retailers observe stronger sales of these advanced designs as consumers move from flashy mechanical watches to convenient, everyday quartz watches.

A key driver of the Middle East quartz watch industry is the growing middle class and expatriate population, especially in the UAE, Saudi Arabia, and Qatar. These consumers are increasingly turning to brands like Citizen, Casio, Seiko, and Fossil for reliable and stylish watches that have global appeal without the high price of mechanical models. The affordability and accuracy of quartz watches make them particularly appealing to expatriates from South Asia and Europe living in the Gulf. Consumers often see these watches as everyday essentials or practical gifts. Brands like Titan and Orient have also gained popularity in mid-tier retail shops targeting this expanding demographic.

Another critical factor driving the market is the rapid growth of organized retail and duty-free channels. Retailers such as Rivoli Group, Ahmed Seddiqi & Sons, and Hour Choice have increased their presence in busy malls across Dubai, Riyadh, and Doha, offering a wide selection of quartz brands. In addition, duty-free zones like Dubai Duty Free and Qatar Duty Free have become major sales points for quartz models from brands like Tissot, Longines, and Guess, particularly among Asian and European tourists. The surge of visitors during major events like the Dubai Shopping Festival and Formula 1 races in Abu Dhabi has further boosted quartz watch sales at these retail locations.

In the Middle East, watches have long symbolized power and prestige, as noted in the *Watches of Espionage* article, where luxury timepieces often serve diplomatic or identity-driven roles among leaders and elites. This cultural connection has trickled down to everyday consumers, increasing the demand for quartz watches that mimic the style and status of mechanical models but at more affordable prices. The region's strong gifting culture, especially during Ramadan, weddings, and corporate events, also supports steady quartz sales, as these watches are dependable yet budget-friendly gifts. In addition, a growing trend among younger buyers toward personal style instead of status drives interest in minimalist quartz designs from brands like Daniel Wellington, Skagen, and Tissot. This shift is transforming the market from one based on symbolism to one focused on practical fashion and self-expression.

Middle East Quartz Watch Market Report Segmentation

This report forecasts revenue growth at the country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Middle East quartz watch market report based on the price range, end use, distribution channel and country.

Price Outlook (Revenue, USD Million, 2021 - 2033)

Economy

Mid-range

Premium

Luxury

Ultra Luxury

End Use Mode Outlook (Revenue, USD Million, 2021 - 2033)

Men

Women

Distribution Channel (Revenue, USD Million, 2021 - 2033)

Online

Offline

Country Outlook (Revenue, USD Million, 2021 - 2033)

UAE

Saudi Arabia

Qata

Kuwait

Oman

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