

# **Middle East Watches Market Size, Share & Trends Analysis Report By Type (Analog, Digital), By Price Range (Economy, Premium), By End Use, By Distribution Channel, By Country, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

### Summary

The Middle East watches market size was estimated at USD 2.18 billion in 2024 and is projected to reach USD 3.06 billion by 2033, growing at a CAGR of 3.9% from 2025 to 2033. Growth in the industry is supported by a stable base of fashion-watch buyers, a cultural affinity for gifting, and consistent demand for mechanical and quartz models across both mid-range and premium segments.

A key trend in the watch market in the Middle East is the shift of buyers from pure luxury boutiques to multi-brand lifestyle retailers, as consumers increasingly mix premium Swiss pieces with accessible fashion and micro-brand watches, driving stronger turnover for hybrid retail formats in malls.

One key driver of market growth is the steady influx of tourists from regional countries and around the world into hubs like Dubai, Abu Dhabi, and Doha, where watches remain a high-frequency purchase. Tourist-heavy zones, such as Dubai Duty Free, The Dubai Mall, and Hamad International Airport, consistently convert visitors into buyers because watches make excellent gifts and are tax-efficient luxury items. This recurring tourist demand provides the market with a reliable, year-round sales engine that supports both mid-range and premium traditional watch segments.

Another driver strengthening the market is the rapid improvement of the after-sales

ecosystem across the Middle East. Retailers such as Ahmed Seddiqi & Sons, Al Majed Jewellery, and Damas have expanded their certified service capabilities, while brands like Rolex, Omega, and Seiko are increasing the number of authorised service centres in Dubai, Riyadh, and Jeddah. Faster repairs, genuine parts availability, and dependable warranty processes have made traditional watch ownership far more reassuring encouraging customers to repair, upgrade, and repurchase with greater confidence.

Furthermore, the rising cultural interest in mechanical craftsmanship, especially among younger Middle Eastern consumers, is propelling the market forward. Communities like the Dubai Watch Club, events such as Dubai Watch Week, and the growing visibility of Arabic-numeral or Gulf-inspired limited editions have sparked enthusiasm for horology beyond traditional luxury buyers. This shift is boosting demand not only for high-end Swiss pieces but also for accessible mechanical models from brands such as Oris and Seiko, expanding the market base and contributing to sustained growth in the watches market in the Middle East.

## Middle East Watches 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 the purpose of this study, Grand View Research has segmented the Middle East watches market report on the basis of type, price range, end use, distribution channel, and country.

### Type Outlook (Revenue, USD Million, 2021 - 2033)

#### Analog

Mechanical

Quartz

#### Digital

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

#### Economy

Mid-range

Premium

Luxury

Ultra Luxury

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

Men

Women

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

Online

Offline

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

Saudi Arabia

Oman

UAE

Qatar

Kuwait

**This report can be delivered to the clients within 5 Business Days**

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