

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

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Abstracts

The global quartz watch market size was estimated at USD 15.30 billion in 2024 and is projected to reach USD 21.99 billion by 2033, growing at a CAGR of 4.1% from 2025 to 2033. The growth can be attributed to quartz watches' affordability and precision, which capture the attention of mass consumers, hybrid smart features that unimposingly contrast traditional watches with modern technology, and increasing demand for solar-powered, eco-friendly models.

A key ongoing trend in the quartz watch industry is the growing demand for hybrid and fashion-forward designs that combine classic quartz reliability with modern aesthetics or smart features, appealing to consumers who want both style and functionality without the premium price of mechanical or fully smartwatches.

A key factor driving growth in the quartz watch market is the renewed interest among collectors and enthusiasts who once favored mechanical watches. Significant advancements in design, sustainability, and hybrid smart integrations fuel this resurgence. Leading brands such as Grand Seiko, Citizen, and TAG Heuer are developing high-precision quartz movements with solar-powered batteries, eco-friendly materials, and modern functionalities like fitness tracking and Bluetooth connectivity.

Moreover, the appeal and demand of quartz watches stems largely from their affordability and reliability. Quartz watches rely on a battery-powered quartz crystal for timekeeping, so they are much more accurate than most mechanical watches. Coupled

with affordability, this makes them appealing to the broad spectrum of consumers, ranging from young working professionals looking for fashionable daily wear watches to collectors looking to have a reliable backup watch. Quartz watches are less prone to needing maintenance, further adding to their practicality and appeal. According to a February 2024 survey by watchuseek, 32% of surveyed candidates preferred quartz watches.

Global Quartz Watch Market Report Segmentation

This report forecasts revenue growth at the global, regional, and 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 global quartz watch market report on the basis of price range, end user, distribution channel, and region:

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

Economy

Mid-range

Premium

Luxury

Ultra Luxury

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

Men

Women

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

Online

Offline

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

India

Australia

South Korea

Thailand

Singapore

Central & South America

Brazil

Middle East & Africa

South Africa

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