

U.S. Ladies Wristwatch Market Size, Share & Trends Analysis Report By Type (Digital, Analog), By Price Range (Economy, Mid-Range, Premium, Luxury, Ultra Luxury), By Distribution Channel (Offline, Online), By Region, And Segment Forecasts, 2025 - 2033

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Abstracts

Summary

The U.S. ladies wristwatch market size was estimated at USD 2.86 billion in 2024 and is projected to reach USD 4.33 billion by 2033, growing at a CAGR of 4.7% from 2025 to 2033. The market growth is driven by increasing disposable incomes and a growing number of women seeking stylish, status-symbol accessories that reflect their personal brand.

Also fueling growth are tech-savvy buyers embracing smart and hybrid watches that blend fashion with health-tracking and connectivity features. The growth of the U.S. ladies wristwatch industry is also propelled by rising fashion consciousness and collaborations between luxury brands and celebrities that enhance brand visibility. The growing popularity of limited-edition designs and customizable options appeals to younger consumers seeking exclusivity. Additionally, increased online retail penetration and social media influence are expanding accessibility and driving purchase decisions. According to the YouGov data published in August 2025, 66% women are more likely to be punctual.

Sustainability trends are increasingly shaping the U.S. women's wristwatch market, with consumers favoring eco-friendly materials and ethical production practices. Technological advancements, such as solar-powered and energy-efficient mechanisms, are further attracting environmentally conscious buyers. Moreover, the post-pandemic

shift toward self-gifting and personal indulgence continues to boost demand for premium and mid-range timepieces.

U.S. Ladies Wristwatch Market Report Segmentation

This report forecasts revenue growth at the country level 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 U.S. ladies wristwatch market report based on type, price range, distribution channel, and region:

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

Digital

Analog

Mechanical

Quartz

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

Economy

Mid-Range

Premium

Luxury

Ultra Luxury

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

Offline

Online

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

U.S.

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Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR?s Internal Database
 - 1.3.3. Secondary Materials & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Snapshot
- 2.2. Type Outlook
- 2.3. Price Range Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Regional Outlook
- 2.6. Competitive Landscape Snapshot

CHAPTER 3. U.S. LADIES WRISTWATCH MARKET VARIABLES AND TRENDS

- 3.1. Market Introduction
- 3.2. Industry Value Chain Analysis
 - 3.2.1. Raw Material Trends & Outlook
 - 3.2.2. Retail/Sales Channel Analysis
- 3.3. Market Dynamics
 - 3.3.1. Market Driver Analysis
 - 3.3.2. Market Restraint Analysis
 - 3.3.3. Market Opportunities
 - 3.3.4. Market Challenges
- 3.4. Industry Analysis Tools
 - 3.4.1. Porter?s Five Forces Analysis
- 3.5. Market Entry Strategies

CHAPTER 4. U.S. LADIES WRISTWATCH MARKET: CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Consumer Type Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. LADIES WRISTWATCH MARKET: TYPE ESTIMATES & TREND ANALYSIS

- 5.1. U.S. Ladies Wristwatch Market, By Type: Key Takeaways
- 5.2. Type Movement Analysis & Market Share, 2024 & 2033
- 5.3. Market Estimates & Forecasts by Type, 2021 - 2033 (USD Million)
 - 5.3.1. Digital
 - 5.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2. Analog
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2.1.1. Mechanical
 - 5.3.2.1.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 5.3.2.1.2. Quartz
 - 5.3.2.1.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 6. U.S. LADIES WRISTWATCH MARKET: PRICE RANGE ESTIMATES & TREND ANALYSIS

- 6.1. U.S. Ladies Wristwatch Market, By Price Range: Key Takeaways
- 6.2. Type Movement Analysis & Market Share, 2024 & 2033
- 6.3. Market Estimates & Forecasts, by Type, 2021 - 2033 (USD Million)
 - 6.3.1. Economy
 - 6.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.2. Mid-Range
 - 6.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.3. Premium
 - 6.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Million)
 - 6.3.4. Luxury
 - 6.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Million)

6.3.5. Ultra Luxury

6.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 7. U.S. LADIES WRISTWATCH MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

7.1. U.S. Ladies Wristwatch Market, By Distribution Channel: Key Takeaways

7.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2033

7.3. Market Estimates & Forecasts, by Distribution Channel, 2021 - 2033 (USD Million)

7.3.1. Offline

7.3.1.1. Market estimates and forecast, 2021 - 2033 (USD Million)

7.3.2. Online

7.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 8. U.S. LADIES WRISTWATCH MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Regional Movement Analysis & Market Share, 2024 & 2033

8.2. U.S.

8.2.1. Key country dynamics

8.2.2. Market estimates and forecast, 2021 - 2033 (USD Million)

CHAPTER 9. U.S. LADIES WRISTWATCH MARKET: COMPETITIVE ANALYSIS

9.1. Recent Developments & Impact Analysis by Key Market Participants

9.2. Company Categorization

9.3. Participant?s Overview

9.4. Financial Performance

9.5. Type Benchmarking

9.6. Company Market Share Analysis, 2024 (%)

9.7. Company Heat Map Analysis, 2024

9.8. Strategy Mapping

9.9. Company Profiles

9.9.1. Timex

9.9.1.1. Company Overview

9.9.1.2. Financial Performance

9.9.1.3. Type Portfolios

9.9.1.4. Strategic Initiatives

9.9.2. Cartier

- 9.9.2.1. Company Overview
- 9.9.2.2. Financial Performance
- 9.9.2.3. Type Portfolios
- 9.9.2.4. Strategic Initiatives
- 9.9.3. Fossil
 - 9.9.3.1. Company Overview
 - 9.9.3.2. Financial Performance
 - 9.9.3.3. Type Portfolios
 - 9.9.3.4. Strategic Initiatives
- 9.9.4. Shinola
 - 9.9.4.1. Company Overview
 - 9.9.4.2. Financial Performance
 - 9.9.4.3. Type Portfolios
 - 9.9.4.4. Strategic Initiatives
- 9.9.5. Bulova
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Type Portfolios
 - 9.9.5.4. Strategic Initiatives
- 9.9.6. Movado
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance
 - 9.9.6.3. Type Portfolios
 - 9.9.6.4. Strategic Initiatives
- 9.9.7. Vortic Watch Company
 - 9.9.7.1. Company Overview
 - 9.9.7.2. Financial Performance
 - 9.9.7.3. Type Portfolios
 - 9.9.7.4. Strategic Initiatives
- 9.9.8. Weiss Watch Company
 - 9.9.8.1. Company Overview
 - 9.9.8.2. Financial Performance
 - 9.9.8.3. Type Portfolios
 - 9.9.8.4. Strategic Initiatives
- 9.9.9. Nixon Inc.
 - 9.9.9.1. Company Overview
 - 9.9.9.2. Financial Performance
 - 9.9.9.3. Type Portfolios
 - 9.9.9.4. Strategic Initiatives

9.9.10. Michael Kors

9.9.10.1. Company Overview

9.9.10.2. Financial Performance

9.9.10.3. Type Portfolios

9.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 U.S. Ladies Wristwatch market - Key market driver analysis

Table 2 U.S. Ladies Wristwatch market - Key market restraint analysis

Table 3 U.S. Ladies Wristwatch market estimates & forecast, by Type (USD Million)

Table 4 U.S. Ladies Wristwatch market estimates & forecast, by Price Range (USD Million)

Table 5 U.S. Ladies Wristwatch market estimates & forecast, by Distribution Channel (USD Million)

Table 6 U.S. macro-economic outlay

Table 7 U.S. ladies wristwatch market estimates and forecast, 2021 - 2033 (USD Million)

Table 8 U.S. Ladies Wristwatch market estimates & forecast, by Type (USD Million)

Table 9 U.S. Ladies Wristwatch market estimates & forecast, by price range (USD Million)

Table 10 U.S. Ladies Wristwatch market estimates & forecast, by distribution channel (USD Million)

Table 11 Recent developments & impact analysis, by key market participants

Table 12 Company market share, 2024

Table 13 Company heat map analysis

Table 14 Companies undergoing key strategies

List Of Figures

LIST OF FIGURES

- Fig. 1 US Ladies Wristwatch Market Segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Type snapshot
- Fig. 8 Price Range snapshot
- Fig. 9 Distribution Channel snapshot
- Fig. 10 Regional snapshot
- Fig. 11 Competitive landscape snapshot
- Fig. 12 U.S. Ladies Wristwatch market size (USD Million)
- Fig. 13 U.S. Ladies Wristwatch market size, 2018 to 2033 (USD Million)
- Fig. 14 U.S. Ladies Wristwatch market: Penetration & growth prospect mapping
- Fig. 15 U.S. Ladies Wristwatch market: Value chain analysis
- Fig. 16 U.S. Ladies Wristwatch market: Profit margin analysis
- Fig. 17 U.S. Ladies Wristwatch market: Market dynamics
- Fig. 18 U.S. Ladies Wristwatch market: Porter's five forces analysis
- Fig. 19 Factors Influencing buying decisions for ladies wristwatch
- Fig. 20 US Ladies Wristwatch market: Type Movement Analysis, 2024 & 2033 (%)
- Fig. 21 Digital Ladies Wristwatch market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 22 Analog Ladies Wristwatch market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 23 Mechanical market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 24 Quartz market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 25 US Ladies Wristwatch market: Price Range Movement Analysis, 2024 & 2033 (%)
- Fig. 26 Economy market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 27 Mid-Range market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 28 Premium market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 29 Luxury market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 30 Ultra Luxury market estimates and forecast, 2021 - 2033 (USD Million)
- Fig. 31 US Ladies Wristwatch market: Distribution Channel Movement Analysis, 2024 &

2033 (%)

Fig. 32 Offline ladies wristwatch market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 33 Online ladies wristwatch market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 34 US Ladies Wristwatch market: Regional outlook, 2024 & 2033 (USD Million)

Fig. 35 Regional marketplace: Key takeaways

Fig. 36 US market estimates and forecast, 2021 - 2033 (USD Million)

Fig. 37 Key company categorization

Fig. 38 Company market share analysis, 2024

Fig. 39 Strategic framework of the Ladies Wristwatch market

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