

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

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## **Abstracts**

The U.S. quartz watch market size was estimated at USD 2.14 billion in 2024 and is projected to reach USD 3.02 billion by 2033, growing at a CAGR of 3.9% from 2025 to 2033. The growth is driven by the consistent demand for affordable, reliable, and low-maintenance timepieces, which appeals to both traditional buyers and fashion-conscious consumers seeking stylish yet practical watches.

A key trend in the U.S. quartz watch industry is the sustained dominance of mid-tier fashion and sports quartz watches, particularly from brands like Citizen, Casio, and Timex, which remain popular due to their reliability, low maintenance requirements, and strong offline retail presence, even as luxury quartz models experience limited growth.

Accuracy and advanced features drive strong demand for quartz watches in the U.S. market. These timepieces lose only seconds per month compared to mechanical watches that drift by several seconds daily, which matters for Americans juggling tight schedules and travel plans. Quartz technology also packs in useful complications at reasonable prices. For example, Casio's G-Shock line offers world time and alarms for under USD 100, while Citizen's Eco-Drive models combine solar charging with perpetual calendars. This blend of precision and functionality appeals to consumers who seek reliable, versatile timepieces that require minimal maintenance.

Moreover, design flexibility and market segmentation fuel widespread adoption across consumer groups. Quartz movements are thin and adaptable, letting brands create everything from Timex's minimalist Weekender to Bulova's bold Precisionist

chronographs. Fashion labels like Michael Kors and Fossil leverage quartz to deliver trendy designs at accessible price points, capturing younger buyers and style-conscious shoppers. Meanwhile, Seiko and Tissot utilize quartz in their mid-range collections for everyday reliability, while Grand Seiko's premium quartz models appeal to collectors seeking luxury accuracy. This variety ensures quartz watches match different budgets, tastes, and occasions throughout the American market.

## U.S. Quartz Watch 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. quartz watch market report based on price range, end user, and distribution channel:

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

Economy

Mid-range

Premium

Luxury

Ultra Luxury

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

Men

Women

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

Online

Offline

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