

The World Market for Battery-Powered Watch Movements: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for battery-powered watch movements. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for battery-powered watch movements for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Battery-powered watch movements' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'battery-powered watch movements' is 88551.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: BATTERY-POWERED WATCH MOVEMENTS EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED BATTERY-POWERED WATCH MOVEMENTS IN 2024

3 EXPORTS

3.1 ASIA: EXPORT SUPPLIES OF BATTERY-POWERED WATCH MOVEMENTS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 CHINA

3.1.3 HONG KONG

3.1.4 INDIA

3.1.5 JAPAN

3.1.6 MALAYSIA

3.1.7 SINGAPORE

3.1.8 SOUTH KOREA

3.1.9 TAIWAN

3.1.10 THAILAND

3.1.11 THE PHILIPPINES

3.2 EUROPE: EXPORT SUPPLIES OF BATTERY-POWERED WATCH MOVEMENTS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 AUSTRIA

3.2.3 BELGIUM

3.2.4 FRANCE

3.2.5 GERMANY

3.2.6 ITALY

3.2.7 LUXEMBOURG

3.2.8 RUSSIA

3.2.9 SPAIN

3.2.10 SWITZERLAND

3.2.11 THE NETHERLANDS

3.2.12 THE UNITED KINGDOM

3.3 LATIN AMERICA: EXPORT SUPPLIES OF BATTERY-POWERED WATCH MOVEMENTS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 MEXICO

3.4 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF BATTERY-POWERED WATCH MOVEMENTS IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 CANADA

3.4.3 THE UNITED STATES

3.5 OCEANIA: EXPORT SUPPLIES OF BATTERY-POWERED WATCH MOVEMENTS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 AUSTRALIA

3.6 THE MIDDLE EAST: EXPORT SUPPLIES OF BATTERY-POWERED WATCH MOVEMENTS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 ISRAEL

3.6.3 THE UNITED ARAB EMIRATES

4 IMPORTS

4.1 AFRICA: BATTERY-POWERED WATCH MOVEMENTS IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ETHIOPIA

4.1.3 SOUTH AFRICA

4.2 ASIA: BATTERY-POWERED WATCH MOVEMENTS IMPORTS IN 2024

4.2.1 EXECUTIVE SUMMARY

4.2.2 BRUNEI

4.2.3 CHINA

4.2.4 HONG KONG

4.2.5 INDIA

4.2.6 INDONESIA

4.2.7 JAPAN

4.2.8 MALAYSIA

4.2.9 NEPAL

4.2.10 SINGAPORE

4.2.11 SOUTH KOREA

4.2.12 TAIWAN

4.2.13 THAILAND

4.3 EUROPE: BATTERY-POWERED WATCH MOVEMENTS IMPORTS IN 2024

4.3.1 EXECUTIVE SUMMARY

4.3.2 AUSTRIA

4.3.3 BELARUS

4.3.4 BELGIUM

4.3.5 DENMARK

4.3.6 FINLAND

4.3.7 FRANCE

4.3.8 GERMANY

4.3.9 GREECE

4.3.10 IRELAND

4.3.11 ITALY

4.3.12 LITHUANIA

4.3.13 LUXEMBOURG

4.3.14 NORWAY

4.3.15 POLAND

4.3.16 PORTUGAL

4.3.17 RUSSIA

4.3.18 SPAIN

4.3.19 SWEDEN

4.3.20 SWITZERLAND

4.3.21 THE CZECH REPUBLIC

4.3.22 THE NETHERLANDS

4.3.23 THE UNITED KINGDOM

4.3.24 UKRAINE

4.4 LATIN AMERICA: BATTERY-POWERED WATCH MOVEMENTS IMPORTS IN 2024

4.4.1 EXECUTIVE SUMMARY

4.4.2 ARGENTINA

4.4.3 BRAZIL

4.4.4 CHILE

4.4.5 COLOMBIA

4.4.6 MEXICO

4.5 NORTH AMERICA & THE CARIBBEAN: BATTERY-POWERED WATCH

MOVEMENTS IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 CANADA

4.5.4 THE UNITED STATES

4.6 OCEANIA: BATTERY-POWERED WATCH MOVEMENTS IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.7 THE MIDDLE EAST: BATTERY-POWERED WATCH MOVEMENTS IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 BAHRAIN

4.7.4 ISRAEL

4.7.5 KUWAIT

4.7.6 TURKEY

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