

Mexico Watch Market Size, Share, Trends and Forecast by Type, Price Range, Distribution Channel, End User, and Region, 2026-2034

<https://marketpublishers.com/r/M3906B44F203EN.html>

Date: June 2026

Pages: 122

Price: US\$ 3,999.00 (Single User License)

ID: M3906B44F203EN

Abstracts

The Mexico watch market size reached USD 979.5 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 1,374.6 Million by 2034, exhibiting a growth rate (CAGR) of 3.72% during 2026-2034. The market is driven by the rising up-take of digital platforms and the expansion of e-commerce platforms, increasing role of social media, fashion bloggers, and celebrity endorsements, and heightened high-end shopping experiences within airport and resort environments.

MEXICO WATCH MARKET TRENDS:

Expanding E-commerce and Omnichannel Retail Strategies

The swift uptake of digital platforms and the expansion of e-commerce in Mexico are changing the way people buy watches. Online shopping provides exposure to more international and local brands, price comparisons, and peer reviews, all of which improve the purchase experience. Industry players are riding this trend by creating solid digital infrastructure and omnichannel retailing strategies that blend online platforms with physical store experiences. For example, efforts like 'click-and-collect,' virtual try-ons, and tailored marketing have enhanced customer interaction and conversion rates. Moreover, online platforms enable brands to target consumers in tier-2 and tier-3 cities, wherein physical luxury stores are not available. The ease of home delivery, easy return options, and access to financing further promote online shopping. This development of the retail landscape has brought watches within reach and in favor of a mobile-first, technology-aware consumer market, thereby increasing overall penetration of the market. According to the predictions of the IMARC Group, the Mexico e-commerce market is expected to reach USD 176.6 Billion by 2033.

Influence of Fashion Trends and Celebrity Endorsements

Mexican watches are being viewed as fashion accessories, and not just simple time-telling devices, due to the change in consumer lifestyle and international fashion trends. The increasing role of social media, fashion bloggers, and celebrity endorsements is pivotal in influencing consumer taste. Designer and luxury watch brands often partner with pop culture influencers and celebrities to introduce limited editions, generating hype and scarcity for their brands. Such an approach not only generates instant sales but also supports brand personality and aspirational value. Furthermore, fashion-forward consumers want watches that coordinate with their lifestyles, encouraging brands to vary designs, materials, and colors to appeal to different tastes. The Salon Internacional Alta Relojeria (SIAR) Mexico celebrated its 18th edition from October 15-17, 2024 at The St. Regis Mexico City with the presence of 49 prestigious brands, CEOs and senior managers, celebrities, media and influencers.

Tourism and Duty-Free Retail Growth

Mexico's robust tourist economy, both foreign and local visitors, plays a significant role in sustaining watch sales, especially for premium and high-end brands. Touristic locations like Cancun, Mexico City, and Playa del Carmen have an enormous number of duty-free and luxury retail spaces featuring a collection of international watches from various brands. Shoppers tend to view watch purchases as good investments or quality souvenirs, particularly in competitive duty-free settings that provide exclusive products and the best prices. The glory of high-end shopping experiences within airport and resort environments contributes to the prominence and allure of luxury watches. In addition, the hotel and travel industries tend to collaborate with luxury retailers to provide experience-driven shopping, facilitating greater shopper interaction and satisfaction. Avolta opened its brand-new renovated 1,600sqm duty free shop in Mexico City International Airport (AICM) in 2024. Offering the entire scope of duty free categories in an innovative open layout, the store provides passengers immersive digital experiences, a vast luxury watch and jewelry boutique complemented by an espresso and beverage bar, boutique store-in-store environments, luxury fashion and beyond.

MEXICO WATCH MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on type, price range, distribution channel, and end user.

Type Insights:

Quartz

Mechanical

The report has provided a detailed breakup and analysis of the market based on the type. This includes quartz and mechanical.

Price Range Insights:

Low-Range

Mid-Range

Luxury

A detailed breakup and analysis of the market based on the price range have also been provided in the report. This includes low-range, mid-range, and luxury.

Distribution Channel Insights:

Online Retail Stores

Offline Retail Stores

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes online retail stores and offline retail stores.

End User Insights:

Men

Women

Unisex

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes men, women, and unisex.

Regional Insights:

Northern And Central Region

Western Region

Eastern Region

Southern Region

The report has also provided a comprehensive analysis of all the major regional markets, which include northern and central region, western region, eastern region, and southern region.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Frequently Asked Questions About the Mexico Watch Market Report

- 1.What is the current size of the Mexico watch market?
- 2.What is the expected growth rate of the Mexico watch market during 2026-2034?
- 3.What factors are driving the growth of the Mexico watch market?
- 4.Which segments are covered in the Mexico watch market report?
- 5.What trends are shaping the future of the Mexico watch market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 MEXICO WATCH MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 MEXICO WATCH MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 MEXICO WATCH MARKET - BREAKUP BY TYPE

- 6.1 Quartz
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Mechanical
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

7 MEXICO WATCH MARKET - BREAKUP BY PRICE RANGE

7.1 Low-Range

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Mid-Range

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Luxury

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

8 MEXICO WATCH MARKET - BREAKUP BY DISTRIBUTION CHANNEL

8.1 Online Retail Stores

8.1.1 Overview

8.1.2 Historical and Current Market Trends (2020-2025)

8.1.3 Market Forecast (2026-2034)

8.2 Offline Retail Stores

8.2.1 Overview

8.2.2 Historical and Current Market Trends (2020-2025)

8.2.3 Market Forecast (2026-2034)

9 MEXICO WATCH MARKET - BREAKUP BY END USER

9.1 Men

9.1.1 Overview

9.1.2 Historical and Current Market Trends (2020-2025)

9.1.3 Market Forecast (2026-2034)

9.2 Women

9.2.1 Overview

9.2.2 Historical and Current Market Trends (2020-2025)

9.2.3 Market Forecast (2026-2034)

9.3 Unisex

9.3.1 Overview

9.3.2 Historical and Current Market Trends (2020-2025)

9.3.3 Market Forecast (2026-2034)

10 MEXICO WATCH MARKET – BREAKUP BY REGION

10.1 Northern Mexico

10.1.1 Overview

10.1.2 Historical and Current Market Trends (2020-2025)

10.1.3 Market Breakup by Type

10.1.4 Market Breakup by Price Range

10.1.5 Market Breakup by Distribution Channel

10.1.6 Market Breakup by End User

10.1.7 Key Players

10.1.8 Market Forecast (2026-2034)

10.2 Central Mexico

10.2.1 Overview

10.2.2 Historical and Current Market Trends (2020-2025)

10.2.3 Market Breakup by Type

10.2.4 Market Breakup by Price Range

10.2.5 Market Breakup by Distribution Channel

10.2.6 Market Breakup by End User

10.2.7 Key Players

10.2.8 Market Forecast (2026-2034)

10.3 Southern Mexico

10.3.1 Overview

10.3.2 Historical and Current Market Trends (2020-2025)

10.3.3 Market Breakup by Type

10.3.4 Market Breakup by Price Range

10.3.5 Market Breakup by Distribution Channel

10.3.6 Market Breakup by End User

10.3.7 Key Players

10.3.8 Market Forecast (2026-2034)

10.4 Others

10.4.1 Historical and Current Market Trends (2020-2025)

10.4.2 Market Forecast (2026-2034)

11 MEXICO WATCH MARKET – COMPETITIVE LANDSCAPE

- 11.1 Overview
- 11.2 Market Structure
- 11.3 Market Player Positioning
- 11.4 Top Winning Strategies
- 11.5 Competitive Dashboard
- 11.6 Company Evaluation Quadrant

12 PROFILES OF KEY PLAYERS

- 12.1 Company A
 - 12.1.1 Business Overview
 - 12.1.2 Products Offered
 - 12.1.3 Business Strategies
 - 12.1.4 SWOT Analysis
 - 12.1.5 Major News and Events
- 12.2 Company B
 - 12.2.1 Business Overview
 - 12.2.2 Products Offered
 - 12.2.3 Business Strategies
 - 12.2.4 SWOT Analysis
 - 12.2.5 Major News and Events
- 12.3 Company C
 - 12.3.1 Business Overview
 - 12.3.2 Products Offered
 - 12.3.3 Business Strategies
 - 12.3.4 SWOT Analysis
 - 12.3.5 Major News and Events
- 12.4 Company D
 - 12.4.1 Business Overview
 - 12.4.2 Products Offered
 - 12.4.3 Business Strategies
 - 12.4.4 SWOT Analysis
 - 12.4.5 Major News and Events
- 12.5 Company E
 - 12.5.1 Business Overview
 - 12.5.2 Products Offered
 - 12.5.3 Business Strategies
 - 12.5.4 SWOT Analysis
 - 12.5.5 Major News and Events

13 MEXICO WATCH MARKET - INDUSTRY ANALYSIS

13.1 Drivers, Restraints, and Opportunities

13.1.1 Overview

13.1.2 Drivers

13.1.3 Restraints

13.1.4 Opportunities

13.2 Porters Five Forces Analysis

13.2.1 Overview

13.2.2 Bargaining Power of Buyers

13.2.3 Bargaining Power of Suppliers

13.2.4 Degree of Competition

13.2.5 Threat of New Entrants

13.2.6 Threat of Substitutes

13.3 Value Chain Analysis

14 APPENDIX

I would like to order

Product name: Mexico Watch Market Size, Share, Trends and Forecast by Type, Price Range, Distribution Channel, End User, and Region, 2026-2034

Product link: <https://marketpublishers.com/r/M3906B44F203EN.html>

Price: US\$ 3,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M3906B44F203EN.html>