

South Korea Luxury Watch Market Size, Share, Trends and Forecast by Type, End User, Distribution Channel, and Region, 2026-2034

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Abstracts

The South Korea luxury watch market size reached USD 577.9 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 871.2 Million by 2034, exhibiting a growth rate (CAGR) of 4.43% during 2026-2034. South Korea's expanding wealthier population, along with the rising levels of disposable income, is encouraging people to invest in high-end lifestyle products. Moreover, the influence of K-culture and celebrity endorsements is contributing to the market growth. Apart from this, the growth of luxury retail infrastructures and omnichannel strategies is expanding the South Korea luxury watch market share.

SOUTH KOREA LUXURY WATCH MARKET TRENDS:

Growing Affluent End-user Base and Aspirational Spending

South Korea's expanding wealthier population, along with the rising levels of disposable income, is encouraging people to invest in higher-end lifestyle products, such as luxury watches. As per the '2025 first-quarter household trends' report published by Statistics Korea, the average monthly income per household reached 5,351,000 won, marking a 4.5% rise compared to the same quarter last year. Earned income rose by 3.7% to reach 3,412,000 won. Business income climbed by 3% to reach 902,000 won, while transfer income grew by 7.5% to 879,000 won. High-net-worth individuals, as well as a growing upper-middle class, are constantly looking for ways to display social standing and individual achievement through high-value accessories. Luxury watches are being presented not just as time-telling devices but as declarations of taste, heritage, and investment worth.

Influence of K-Culture and Celebrity Endorsements

The Korean Wave, or Hallyu, is constantly raising South Korea's global cultural influence with K-pop, K-dramas, and celebrity culture, and it has considerable influence on the buying behavior in the market. Local and foreign luxury watch brands are aggressively partnering with celebrity influencers, brand ambassadors, and social media influencers to drive brand awareness and desirability. As celebrity status is often accompanied by high-end watches being worn in music videos, TV shows, and public events, people are being prompted to follow their idols and make the same investments in similar high-end goods. This is also rising focus on limited releases, exclusive partnerships, and heritage lines, which are marketed as status symbols and collectible pieces. The reach of K-culture is therefore playing a central part in influencing buying motivations and maintaining premium price tags in South Korea's high-end watch industry.

Growth of Luxury Retail Infrastructures and Omnichannel Strategies

South Korea's strong retail environment is constantly growing to support the increased demand for luxury products, with top international brands opening flagship stores, luxury malls, and premium shopping streets in prime cities. Sophisticated retail space development is supported by the adoption of omnichannel models, which are maximizing customer experience through seamless online-to-offline shopping experiences, thereby supporting the South Korea luxury watch market growth. Luxury brands are increasingly using cutting-edge digital platforms, online consultations, and limited-edition online releases to connect with tech-smart consumers who expect convenience and customization. This competitive overlap of physical and digital platforms is enabling luxury watch makers to form stronger consumer connections, provide customized services, and preserve premium brand cachet. For instance, H. Moser & Cie., the celebrated independent Swiss watchmaker, announced the launch of its inaugural boutique in Korea. The recently opened boutique, situated on the B1 level of Galleria Luxury Hall EAST in Seoul, began operations on May 14, 2025, representing an important step in the brand's worldwide growth plan.

SOUTH KOREA LUXURY WATCH MARKET SEGMENTATION:

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

Type Insights:

Analog Watch

Digital Watch

The report has provided a detailed breakup and analysis of the market based on the type. This includes analog watch and digital watch.

End User Insights:

Women

Men

Unisex

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

Distribution Channel Insights:

Online Stores

Offline Stores

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

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

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.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea luxury watch market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea luxury watch market on the basis of type?

What is the breakup of the South Korea luxury watch market on the basis of end user?

What is the breakup of the South Korea luxury watch market on the basis of distribution channel?

What is the breakup of the South Korea luxury watch market on the basis of region?

What are the various stages in the value chain of the South Korea luxury watch market?

What are the key driving factors and challenges in the South Korea luxury watch market?

What is the structure of the South Korea luxury watch market and who are the key players?

What is the degree of competition in the South Korea luxury watch market?

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