

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

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Abstracts

The South Korea watch market size reached USD 1.5 Billion in 2025. The market is projected to reach USD 2.2 Billion by 2034, exhibiting a growth rate (CAGR) of 3.83 % during 2026-2034. The market is evolving steadily, driven by growing interest in luxury timepieces and advanced smartwatches. Consumers are increasingly drawn to quality craftsmanship, innovative features, and style versatility across various price segments. With strong retail infrastructure and a tech-savvy population, both offline and online channels are contributing to changing purchase behaviors. A blend of tradition and modernity shapes the market landscape. As preferences continue to diversify, there is steady growth in the South Korea watch market share.

SOUTH KOREA WATCH MARKET TRENDS:

Recovery of Traditional and Connected Watches

In January 2025, sources reported that both traditional and connected watch sales in South Korea returned to growth in 2024. This resurgence reflects renewed consumer interest across segments. Mechanical watches continue to dominate traditional sales, while connected watch sales are rising, particularly among younger, technology oriented and health conscious buyers. Retail channels ranging from specialist watch boutiques to online marketplaces—are responding by expanding their portfolios to include both analog and digital technologies, offering product demonstrations and hybrid designs that merge analog aesthetics with health features. Enhanced consumer education and inventory transparency have helped build trust and raise awareness of care and maintenance for mechanical timepieces. At the same time, connected watches cater to growing health consciousness through features such as heart rate monitoring and workout tracking.

This dual-channel approach is reinforcing appeal across different buyer groups—collectors, trend-driven younger consumers, and traditional luxury seekers alike. With ongoing demand and innovation, the market is proving its resilience. This balanced dynamic positions the industry for sustained South Korea watch market growth.

Smartwatch Surge Led by Korean Brands

In June 2024, Samsung's Galaxy Watch shipments rose, driven by strong adoption of Galaxy Watch 7 and Watch Ultra. Despite a slight global downturn, Samsung captured 10.5% of smartwatch shipments in Q2, reinforcing its role as a dominant player in Korea. As AI-powered health tools such as sleep analysis and fitness alerts, become standard, domestic consumers show a strong preference for locally produced smartwatches that seamlessly integrate with their mobile ecosystem. Government-backed wellness programmes are further promoting wearable tech by legitimising health tracking for public and occupational use. Korean manufacturers are also enhancing device interoperability, enabling seamless syncing with home appliances and smart services. The intersection of national tech leadership and health-utility positioning is making smartwatches more than devices they're becoming essential lifestyle tools. As a result, consumer interest is shifting from occasional adoption to integrated daily usage. These developments are solidifying connected timepieces as central to daily routines, supporting South Korea watch market trends.

Cultural Nostalgia Drives Retro-Style Watches

Since mid-2024, South Korea has experienced a "Newtro" wave a integration of new and retro styles that has revived interest in vintage-inspired analog watches. Consumers are selecting timepieces with classic designs, muted colour palettes, and leather straps reminiscent of the 1980s and 1990s. Brands are responding by reissuing historically inspired models, offering mid-century aesthetic with modern reliability. This trend is visible across cafes, fashion outlets, and social media, where influencers highlight nostalgia-infused accessories in daily wear. The movement appeals to both Gen Z drawn to retro authenticity and older demographics reminiscing about earlier styles. These watches symbolize understated elegance and personal expression, contrasting with the tech-heavy focus of smartwatches. Retailers are stocking theme-based collections, often paired with heritage packaging or traditional materials like rose-gold cases and minimalist dials. The result is an authentic analogue renaissance that emphasizes storytelling through design. This blend of cultural nostalgia and refined craftsmanship is helping to diversify South Korea's watch offerings and attract value-driven consumers.

SOUTH KOREA 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, 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

The report has provided a detailed breakup and analysis of the market based on the distribution channel. 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:

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 watch market performed so far and how will it perform in the

coming years?

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

What is the breakup of the South Korea watch market on the basis of price range?

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

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

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

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

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

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

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

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