

# Global Swiss Watches Market Outlook 2020

<https://marketpublishers.com/r/GB2F9A6A071EN.html>

Date: July 2016

Pages: 60

Price: US\$ 800.00 (Single User License)

ID: GB2F9A6A071EN

## Abstracts

Global Swiss Watches Market Outlook 2020 provides an in-depth study on the current state of world's highest-valued timepieces market. The industry is undergoing difficult times with year 2016 appearing as another challenging year for Swiss watch manufacturers.

The report provides a basic overview of the luxury watches industry with four different price segmentations - exclusive luxury, accessible luxury, mid price and low price. Swiss watchmakers have brands in all the aforementioned price tiers.

Overall market size of renowned "Swiss-Made" watches with sales forecast has been provided in the report. Detailed trade analysis of Swiss watches with major finished watch export destinations such as China, Hong Kong, Germany USA and France are covered. Moreover, market share analysis with key statistics on Swiss watch by category, by materials, by competitors, price category and by region has also been presented in the report.

Industry trends and development and market dynamics those driving and inhibiting industry's growth has also been elaborated in the report. SWOT analysis of leading Swiss watch brands such as Rolex, Cartier, Omega and Tag Heuer enhances Competitive landscape which includes valuable information on financials of leading Swiss watch brands.

Major Swiss watchmakers have been profiled in the report on parameters such as business overview, product pipeline, financials, pricing, revenues and business strategies.

With 32 tables and figures specific to the industry, the report contains key statistics on the state of the industry and presents most unbiased picture of the industry which can

help clients in making investment decisions.

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. RESEARCH METHODOLOGY**

### **3. LUXURY GOODS INDUSTRY**

#### 3.1 Overview

#### 3.2 Luxury Watches

##### 3.2.1 Global Watch Export Revenue

##### 3.2.2 Global Watch Import Revenue

### **4. SWISS WATCHES MARKET ANALYSIS**

#### 4.1 Overview

#### 4.2 Swiss Watch Market Size

##### 4.2.1 Swiss Watch Major Markets

#### 4.3 Swiss Watches Market Share

##### 4.3.1 Swiss Watch by Category

##### 4.3.2 Swiss Watches by Materials

##### 4.3.3 Swiss Watches by Competitors

##### 4.3.4 Swiss Watches by Price Category

##### 4.3.5 Swiss Watches Market by Region

### **5. SWISS WATCHES INDUSTRY TRENDS AND DEVELOPMENTS**

#### 5.1 Layoff in Luxury Swiss Watches Market

#### 5.2 Smartwatches by Swiss Watch Companies

#### 5.3 Key Partnerships in Sports

#### 5.4 Focus on Lady Timepieces & Vintage Watch

### **6. SWISS WATCHES INDUSTRY: GROWTH DRIVERS & CHALLENGES**

#### 6.1 Growth Drivers

##### 6.1.1 Rise in Number of High Net Worth Individuals (HNIs)

##### 6.1.2 Growth in Emerging Markets

##### 6.1.3 Ameliorating Global Economy

#### 6.2 Challenges

- 6.2.1 Limit on Movement Deliveries by ETA
- 6.2.2 Threat from Smartwatches
- 6.2.3 Reduction in Sales in Greater China
- 6.2.4 Boom in Counterfeit Swiss Watches

## **7. COMPETITIVE LANDSCAPE**

## **8. SWOT ANALYSIS**

- 8.1 Rolex
- 8.2 Cartier
- 8.3 Omega
- 8.4 Tag Heuer

## **9. COMPANY PROFILES**

- 9.1 The Swatch Group SA
  - 9.1.1 Business Overview
  - 9.1.2 Product Overview
  - 9.1.3 Financial Overview
  - 9.1.4 Business Strategies
- 9.2 Compagnie Financiere Richemont SA
  - 9.2.1 Business Overview
  - 9.2.2 Product Overview
  - 9.2.3 Financial Overview
  - 9.2.4 Business Strategies
- 9.3 Rolex SA
  - 9.3.1 Business Overview
  - 9.3.2 Product Overview
  - 9.3.3 Financial Overview
  - 9.3.4 Business Strategies

## **1. EXECUTIVE SUMMARY**

## **2. RESEARCH METHODOLOGY**

## **3. LUXURY GOODS INDUSTRY**

- 3.1 Overview

### 3.2 Luxury Watches

#### 3.2.1 Global Watch Export Revenue

#### 3.2.2 Global Watch Import Revenue

## 4. SWISS WATCHES MARKET ANALYSIS

### 4.1 Overview

### 4.2 Swiss Watch Market Size

#### 4.2.1 Swiss Watch Major Markets

### 4.3 Swiss Watches Market Share

#### 4.3.1 Swiss Watch by Category

#### 4.3.2 Swiss Watches by Materials

#### 4.3.3 Swiss Watches by Competitors

#### 4.3.4 Swiss Watches by Price Category

#### 4.3.5 Swiss Watches Market by Region

## 5. SWISS WATCHES INDUSTRY TRENDS AND DEVELOPMENTS

### 5.1 Layoff in Luxury Swiss Watches Market

### 5.2 Smartwatches by Swiss Watch Companies

### 5.3 Key Partnerships in Sports

### 5.4 Focus on Lady Timepieces & Vintage Watch

## 6. SWISS WATCHES INDUSTRY: GROWTH DRIVERS & CHALLENGES

### 6.1 Growth Drivers

#### 6.1.1 Rise in Number of High Net Worth Individuals (HNIs)

#### 6.1.2 Growth in Emerging Markets

#### 6.1.3 Ameliorating Global Economy

### 6.2 Challenges

#### 6.2.1 Limit on Movement Deliveries by ETA

#### 6.2.2 Threat from Smartwatches

#### 6.2.3 Reduction in Sales in Greater China

#### 6.2.4 Boom in Counterfeit Swiss Watches

## 7. COMPETITIVE LANDSCAPE

## 8. SWOT ANALYSIS

- 8.1 Rolex
- 8.2 Cartier
- 8.3 Omega
- 8.4 Tag Heuer

## **9. COMPANY PROFILES**

- 9.1 The Swatch Group SA
  - 9.1.1 Business Overview
  - 9.1.2 Product Overview
  - 9.1.3 Financial Overview
  - 9.1.4 Business Strategies
- 9.2 Compagnie Financiere Richemont SA
  - 9.2.1 Business Overview
  - 9.2.2 Product Overview
  - 9.2.3 Financial Overview
  - 9.2.4 Business Strategies
- 9.3 Rolex SA
  - 9.3.1 Business Overview
  - 9.3.2 Product Overview
  - 9.3.3 Financial Overview
  - 9.3.4 Business Strategies

## I would like to order

Product name: Global Swiss Watches Market Outlook 2020

Product link: <https://marketpublishers.com/r/GB2F9A6A071EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/GB2F9A6A071EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970