

# **Global Watch Market, By Product Type (Digital Watches, Analog Watches, Fitness Watches), By Distribution Channel Type (Offline, Online), By End User (Male, Female, Unisex), By Region, Competition, Forecast & Opportunities, 2026**

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## **Abstracts**

Global watch market stood at USD58.28 billion in 2020 and is expected to grow at a double-digit CAGR of over 12% during the forecast period. The global watch market is driven by increasing disposable income especially in developing countries and rising consumer awareness towards a fit and healthy lifestyle, thus giving boost to the wearable devices industry post COVID-19. Many smartwatches include attributes that are useful for sports enthusiasts, as well as a shifting focus of people towards a healthy lifestyle, are expected to help the global watch market to grow during the forecast period.

The global watch market is segmented into product type, distribution channel, end user, company, and region. In product type, analog watch segment dominated the global watch market in 2020 and is expected to maintain its lead during the projected period, owing to availability of different styles of watches and the presence of multiple companies in this segment. With shifting focus towards a fit and healthy lifestyle, the demand for fitness watches is expected to grow at a faster pace during the projected years. However, analog watches are still preferred by consumers in the wedding season and with formal attire in business meetings. It is also found that there would be a higher demand for unisex watches, with new watch launches that can be worn by both men and women.

Regionally, the watch market has been segmented in regions including Asia-Pacific, North America, South America, Europe, and Middle East & Africa. Among these

regions, North America is the leading market followed by Europe and Asia-Pacific. Asia-Pacific is the fastest growing market on the account of rising disposable income, especially in developing nations with the growing number of working population.

The major players operating in the global watch market are Apple Inc., The Swatch Group Ltd, Casio Computer Co. Ltd, Citizen Watch Co. Ltd, Fossil Group Inc., Titan company Limited, Seiko Holdings Corp., Samsung Electronics Co., Ltd., Timex Group USA, Inc., Movado Group Inc., and others. Major companies are focusing on product development and launching new products with advanced features to stay competitive in the market. For instance, Samsung has recently launched the Samsung Galaxy Watch 3 which can monitor blood pressure, blood oxygen saturation, and heart rate in addition to several other metrics. It could also take an ECG reading. Apple has also launched the Apple Watch Series 6 with almost similar features. Mergers and acquisitions and new service developments are some of the competitive strategies adopted by the companies in the global watch market.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the global watch market from 2016 to 2020.

To estimate and forecast the market size of the global watch market from 2021 to 2026 and growth rate until 2026.

To define, classify and forecast the global watch market based on product type, distribution channel, end user, company, and region.

To identify the dominant region or segment in the global watch market.

To identify drivers and challenges for the global watch market.

To examine competitive developments such as expansion, new product launches, mergers and acquisitions, etc. in the global watch market.

To identify and analyze the profile of leading players operating in the global watch market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, distribution channels and presence of all major players across the globe.

TechSci Research calculated the market size of the global watch market using a bottom-up approach, wherein data for various end-user segments were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these products and end user for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Watch manufacturers, suppliers, distributors and other stakeholders

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

Organizations, forums and alliances related to watch manufacturers

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers, suppliers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

#### Report Scope:

In this report, Global watch market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

#### Global Watch Market, By Product Type:

Digital Watch

Analog watch

Fitness watch

#### Global Watch Market, By Distribution Channel:

Online

Offline

#### Global Watch Market, By End Users:

Male

Female

Unisex

#### Global Watch Market, By Company:

Apple Inc.

The Swatch Group Ltd

Casio Computer Co., Ltd

Citizen Watch Co. Ltd.

Fossil Group Inc.

Others

Global Watch Market, By Region:

North America

USA

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Asia-Pacific

India

China

Japan

South Korea

Indonesia

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Iran

Competitive Landscape:

Company Profiles: Detailed analysis of the major companies present in the global watch market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. IMPACT OF COVID-19 ON GLOBAL WATCH MARKET

### 4. EXECUTIVE SUMMARY

### 5. VOICE OF CUSTOMER

5.1. Factors Affecting Purchasing Decision

5.2. Brand Awareness

5.3. Challenges Faced Post Purchasing

### 6. GLOBAL WATCH MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type (Digital Watch, Analog Watch and Fitness Watch)

6.2.2. By Distribution Channel (Online and Offline)

6.2.3. By End User (Male, Female and Unisex)

6.2.4. By Company (2020)

6.2.5. By Region

6.3. Market Map

### 7. ASIA-PACIFIC WATCH MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Distribution Channel

7.2.3. By End-User

7.2.4. By Country

7.3. Asia-Pacific: Country Analysis

7.3.1. Japan Watch Market Outlook

- 7.3.1.1. Market Size & Forecast
  - 7.3.1.1.1. By Value
- 7.3.1.2. Market Share & Forecast
  - 7.3.1.2.1. By Product Type
  - 7.3.1.2.2. By Distribution Channel
  - 7.3.1.2.3. By End-User
- 7.3.2. China Watch Market Outlook
  - 7.3.2.1. Market Size & Forecast
    - 7.3.2.1.1. By Value
  - 7.3.2.2. Market Share & Forecast
    - 7.3.2.2.1. By Product Type
    - 7.3.2.2.2. By Distribution Channel
    - 7.3.2.2.3. By End-User
- 7.3.3. India Watch Market Outlook
  - 7.3.3.1. Market Size & Forecast
    - 7.3.3.1.1. By Value
  - 7.3.3.2. Market Share & Forecast
    - 7.3.3.2.1. By Product Type
    - 7.3.3.2.2. By Distribution Channel
    - 7.3.3.2.3. By End-User
- 7.3.4. South Korea Watch Market Outlook
  - 7.3.4.1. Market Size & Forecast
    - 7.3.4.1.1. By Value
  - 7.3.4.2. Market Share & Forecast
    - 7.3.4.2.1. By Product Type
    - 7.3.4.2.2. By Distribution Channel
    - 7.3.4.2.3. By End-User
- 7.3.5. Indonesia Watch Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Product Type
    - 7.3.5.2.2. By Distribution Channel
    - 7.3.5.2.3. By End-User

## **8. EUROPE WATCH MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value



## 8.2. Market Share & Forecast

### 8.2.1. By Product Type

### 8.2.2. By Distribution Channel

### 8.2.3. By End-User

### 8.2.4. By Country

## 8.3. Europe: Country Analysis

### 8.3.1. France Watch Market Outlook

#### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

#### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By Product Type

##### 8.3.1.2.2. By Distribution Channel

##### 8.3.1.2.3. By End-User

### 8.3.2. Germany Watch Market Outlook

#### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

#### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By Product Type

##### 8.3.2.2.2. By Distribution Channel

##### 8.3.2.2.3. By End-User

### 8.3.3. United Kingdom Watch Market Outlook

#### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

#### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By Product Type

##### 8.3.3.2.2. By Distribution Channel

##### 8.3.3.2.3. By End-User

### 8.3.4. Italy Watch Market Outlook

#### 8.3.4.1. Market Size & Forecast

##### 8.3.4.1.1. By Value

#### 8.3.4.2. Market Share & Forecast

##### 8.3.4.2.1. By Product Type

##### 8.3.4.2.2. By Distribution Channel

##### 8.3.4.2.3. By End-User

### 8.3.5. Spain Watch Market Outlook

#### 8.3.5.1. Market Size & Forecast

##### 8.3.5.1.1. By Value

#### 8.3.5.2. Market Share & Forecast

##### 8.3.5.2.1. By Product Type

8.3.5.2.2. By Distribution Channel

8.3.5.2.3. By End-User

## **9. NORTH AMERICA WATCH MARKET OUTLOOK**

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Distribution Channel

9.2.3. By End-User

9.2.4. By Country

9.3. North America: Country Analysis

9.3.1. United States Watch Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product Type

9.3.1.2.2. By Distribution Channel

9.3.1.2.3. By End-User

9.3.2. Canada Watch Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Product Type

9.3.2.2.2. By Distribution Channel

9.3.2.2.3. By End-User

9.3.3. Mexico Watch Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Product Type

9.3.3.2.2. By Distribution Channel

9.3.3.2.3. By End-User

## **10. SOUTH AMERICA WATCH MARKET OUTLOOK**

10.1. Market Size & Forecast

10.1.1. By Value

## 10.2. Market Share & Forecast

### 10.2.1. By Product Type

### 10.2.2. By Distribution Channel

### 10.2.3. By End-User

### 10.2.4. By Country

## 10.3. South America: Country Analysis

### 10.3.1. Brazil Watch Market Outlook

#### 10.3.1.1. Market Size & Forecast

##### 10.3.1.1.1. By Value

#### 10.3.1.2. Market Share & Forecast

##### 10.3.1.2.1. By Product Type

##### 10.3.1.2.2. By Distribution Channel

##### 10.3.1.2.3. By End-User

### 10.3.2. Argentina Watch Market Outlook

#### 10.3.2.1. Market Size & Forecast

##### 10.3.2.1.1. By Value

#### 10.3.2.2. Market Share & Forecast

##### 10.3.2.2.1. By Product Type

##### 10.3.2.2.2. By Distribution Channel

##### 10.3.2.2.3. By End-User

### 10.3.3. Colombia Watch Market Outlook

#### 10.3.3.1. Market Size & Forecast

##### 10.3.3.1.1. By Value

#### 10.3.3.2. Market Share & Forecast

##### 10.3.3.2.1. By Product Type

##### 10.3.3.2.2. By Distribution Channel

##### 10.3.3.2.3. By End-User

## 11. MIDDLE EAST AND AFRICA WATCH MARKET OUTLOOK

### 11.1. Market Size & Forecast

#### 11.1.1. By Value

### 11.2. Market Share & Forecast

#### 11.2.1. By Product Type

#### 11.2.2. By Distribution Channel

#### 11.2.3. By End-User

#### 11.2.4. By Country

### 11.3. MEA: Country Analysis

#### 11.3.1. South Africa Watch Market Outlook

- 11.3.1.1. Market Size & Forecast
  - 11.3.1.1.1. By Value
- 11.3.1.2. Market Share & Forecast
  - 11.3.1.2.1. By Product Type
  - 11.3.1.2.2. By Distribution Channel
  - 11.3.1.2.3. By End-User
- 11.3.2. Saudi Arabia Watch Market Outlook
  - 11.3.2.1. Market Size & Forecast
    - 11.3.2.1.1. By Value
  - 11.3.2.2. Market Share & Forecast
    - 11.3.2.2.1. By Product Type
    - 11.3.2.2.2. By Distribution Channel
    - 11.3.2.2.3. By End-User
- 11.3.3. UAE Watch Market Outlook
  - 11.3.3.1. Market Size & Forecast
    - 11.3.3.1.1. By Value
  - 11.3.3.2. Market Share & Forecast
    - 11.3.3.2.1. By Product Type
    - 11.3.3.2.2. By Distribution Channel
    - 11.3.3.2.3. By End-User
- 11.3.4. Iran Watch Market Outlook
  - 11.3.4.1. Market Size & Forecast
    - 11.3.4.1.1. By Value
  - 11.3.4.2. Market Share & Forecast
    - 11.3.4.2.1. By Product Type
    - 11.3.4.2.2. By Distribution Channel
    - 11.3.4.2.3. By End-User

## **12. MARKET DYNAMICS**

- 12.1. Drivers
- 12.2. Challenges

## **13. MARKET TRENDS & DEVELOPMENTS**

## **14. COMPETITIVE LANDSCAPE**

- 14.1. Competition Outlook
- 14.2. Company Profiles

- 14.2.1. Apple Inc.
- 14.2.2. The Swatch Group Ltd
- 14.2.3. Casio Computer Co., Ltd
- 14.2.4. Citizen Watch Co. Ltd.
- 14.2.5. Fossil Group Inc.
- 14.2.6. Titan company Limited
- 14.2.7. Seiko Holdings Corp.
- 14.2.8. Samsung Electronics Co., Ltd
- 14.2.9. Timex Group USA, Inc
- 14.2.10. Movado Group Inc

## **15. STRATEGIC RECOMMENDATIONS**

## **16. ABOUT US & DISCLAIMER**

## List Of Figures

### LIST OF FIGURES

Figure 1: Global Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 2: Global Population (Billion), 2016-2020

Figure 3: Global Watch Market Share, By Product type, By Value, 2016-2026F

Figure 4: Global Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 5: Global Watch Market Share, By End User, By Value, 2016-2026F

Figure 6: Global Watch Market Share, By Company, By Value, 2020

Figure 7: Global Watch Market Share, By Region, By Value, 2020 & 2026F

Figure 8: Market Map, By Product type Market Size (USD Billion) & Growth Rate (%), 2020

Figure 9: Market Map, By Region, Market Size (USD Billion) & Growth Rate (%), 2020

Figure 10: North America Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 11: North America Population (Billion), By Country, 2016-2020

Figure 12: North America Watch Market Share, By Product type, By Value, 2016-2026F

Figure 13: North America Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 14: North America Watch Market Share, By End User, By Value, 2016-2026F

Figure 15: North America Watch Market Share, By Country, By Value, 2020 & 2026F

Figure 16: United States Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 17: United States Population, 2016-2020 (Billion)

Figure 18: United States Watch Market Share, By Product type, By Value, 2016-2026F

Figure 19: United States Watch Market Share, By Distribution channel, By Value, 2016-2026F

Figure 20: United States Watch Market Share, By End User, By Value, 2016-2026F

Figure 21: Canada Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 22: Canada Population, 2016-2020 (Billion)

Figure 23: Canada Watch Market Share, By Product type, By Value, 2016-2026F

Figure 24: Canada Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 25: Canada Watch Market Share, By End User, By Value, 2016-2026F

Figure 26: Mexico Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 27: Mexico Population, 2016-2020 (Billion)

Figure 28: Mexico Watch Market Share, By Product type, By Value, 2016-2026F

Figure 29: Mexico Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 30: Mexico Watch Market Share, By End User, By Value, 2016-2026F

Figure 31: Europe Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 32: Europe Population (Billion), 2016-2020

Figure 33: Europe Watch Market Share, By Product type, By Value, 2016-2026F

Figure 34: Europe Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 35: Europe Watch Market Share, By End User, By Value, 2016-2026F

Figure 36: Europe Watch Market Share, By Country, By Value, 2020 & 2026F

Figure 37: Germany Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 38: Germany Population, 2016-2020 (Billion)

Figure 39: Germany Watch Market Share, By Product type, By Value, 2016-2026F

Figure 40: Germany Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 41: Germany Watch Market Share, By End User, By Value, 2016-2026F

Figure 42: United Kingdom Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 43: United Kingdom Population, 2016-2020 (Billion)

Figure 44: United Kingdom Watch Market Share, By Product type, By Value, 2016-2026F

Figure 45: United Kingdom Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 46: United Kingdom Watch Market Share, By End User, By Value, 2016-2026F

Figure 47: France Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 48: France Population, 2016-2020 (Billion)

Figure 49: France Watch Market Share, By Product type, By Value, 2016-2026F

Figure 50: France Watch Market Share, By Distribution channel, By Value, 2016-2026F

Figure 51: France Watch Market Share, By End User, By Value, 2016-2026F

Figure 52: Italy Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 53: Italy Population, 2016-2020 (Billion)

Figure 54: Italy Watch Market Share, By Product type, By Value, 2016-2026F

Figure 55: Italy Watch Market Share, By Distribution channel, By Value, 2016-2026F

Figure 56: Italy Watch Market Share, By End User, By Value, 2016-2026F

Figure 57: Spain Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 58: Spain Population, 2016-2020 (Billion)

Figure 59: Spain Watch Market Share, By Product type, By Value, 2016-2026F

Figure 60: Spain Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 61: Spain Watch Market Share, By End User, By Value, 2016-2026F

Figure 62: Asia-Pacific Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 63: Asia-Pacific Population, By Country (Billion), 2020

Figure 64: Asia-Pacific Watch Market Share, By Product type, By Value, 2016-2026F

Figure 65: Asia-Pacific Watch Market Share, By Distribution Channel, By Value, 2016-2026F

Figure 66: Asia-Pacific Watch Market Share, By End User, By Value, 2016-2026F



- Figure 67: Asia-Pacific Watch Market Share, By Country, By Value, 2020 & 2026F
- Figure 68: China Watch Market Size, By Value (USD Billion), 2016-2026F
- Figure 69: China Population, 2016-2020 (Billion)
- Figure 70: China Watch Market Share, By Product type, By Value, 2016-2026F
- Figure 71: China Watch Market Share, By End User, By Value, 2016-2026F
- Figure 72: China Watch Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 73: Japan Watch Market Size, By Value (USD Billion), 2016-2026F
- Figure 74: Japan Population, 2016-2020 (Billion)
- Figure 75: Japan Watch Market Share, By Product type, By Value, 2016-2026F
- Figure 76: Japan Watch Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 77: Japan Watch Market Share, By End User, By Value, 2016-2026F
- Figure 78: South Korea Watch Market Size, By Value (USD Billion), 2016-2026F
- Figure 79: South Korea Population, 2016-2020 (Billion)
- Figure 80: South Korea Watch Market Share, By Product type, By Value, 2016-2026F
- Figure 81: South Korea Watch Market Share, By Distribution Channel, By Value, 2016-2026F
- Figure 82: South Korea Watch Market Share, By End User, By Value, 2016-2026F
- Figure 83: India Watch Market Size, By Value (USD Billion), 2016-2026F
- Figure 84: India Population, 2016-2020 (Billion)
- Figure 85: India Watch Market Share, By Product type, By Value, 2016-2026F
- Figure 86: India Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F
- Figure 87: India Watch Market Share, By End User, By Value, 2016-2026F
- Figure 88: South America Watch Market Size, By Value (USD Billion), 2016-2026F
- Figure 89: South America Population (Billion), By Country, 2016-2020
- Figure 90: South America Watch Market Share, By Product type, By Value, 2016-2026F
- Figure 91: South America Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F
- Figure 92: South America Watch Market Share, By End User, By Value, 2016-2026F
- Figure 93: South America Watch Market Share, By Country, By Value, 2020 & 2026F
- Figure 94: Brazil Watch Market Size, By Value (USD Billion), 2016-2026F
- Figure 95: Brazil Population, 2016-2020 (Billion)
- Figure 96: Brazil Watch Market Share, By Product type, By Value, 2016-2026F
- Figure 97: Brazil Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F
- Figure 98: Brazil Watch Market Share, By End User, By Value, 2016-2026F
- Figure 99: Argentina Watch Market Size, By Value (USD Billion), 2016-2026F
- Figure 100: Argentina Population, 2016-2020 (Billion)
- Figure 101: Argentina Watch Market Share, By Product type, By Value, 2016-2026F



Figure 102: Argentina Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 103: Argentina Watch Market Share, By End User, By Value, 2016-2026F

Figure 104: Middle East & Africa Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 105: Middle East & Africa Population, By Country 2016-2020 (Billion)

Figure 106: Middle East & Africa Watch Market Share, By Product type, By Value, 2016-2026F

Figure 107: Middle East & Africa Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 108: Middle East & Africa Watch Market Share, By End User, By Value, 2016-2026F

Figure 109: Middle East & Africa Watch Market Share, By Country, By Value, 2020 & 2026F

Figure 110: South Africa Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 111: South Africa Population, 2016-2020 (Billion)

Figure 112: South Africa Watch Market Share, By Product type, By Value, 2016-2026F

Figure 113: South Africa Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 114: South Africa Watch Market Share, By End User, By Value, 2016-2026F

Figure 115: UAE Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 116: UAE Population, 2016-2020 (Billion)

Figure 117: UAE Watch Market Share, By Product type, By Value, 2016-2026F

Figure 118: UAE Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 119: UAE Watch Market Share, By End User, By Value, 2016-2026F

Figure 120: Saudi Arabia Watch Market Size, By Value (USD Billion), 2016-2026F

Figure 121: Saudi Arabia Population, 2016-2020 (Billion)

Figure 122: Saudi Arabia Watch Market Share, By Product type, By Value, 2016-2026F

Figure 123: Saudi Arabia Watch Market Share, By Distribution Channel Type, By Value, 2016-2026F

Figure 124: Saudi Arabia Watch Market Share, By End User, By Value, 2016-2026F

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