

Innovation Driving Luxury Watch Market



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Worldwide luxury watch market is completely dominated by Switzerland which contributes almost 100 percent of the market value. The major export markets include United States, France, Germany, Italy, and United Kingdom. Rolex dominates the luxury watch market, followed by Tag Heuer, Omega, Breitling, Cartier, Bulgari, Chopard, Ebel, Girard-Perregaux, Jaeger-LeCoultre, Longines, and Patek Philippe.

Traditionally considered a male domain, women are also driving up sales now. Luxury watch makers are trying their best to design the female equivalent of their most popular watch models. Another notable trend is the integration of new technology and the use of unconventional materials in luxury watches. Also all major brands are raising their price level by repositioning of their products.

The report is aimed at providing a basic understanding of the luxury watch market. It analyzes the Swiss luxury watch market and its export destinations. Apart from providing a competitive landscape of the market, the report also profiles the major luxury watch makers, with a discussion of their key business strategies. It also analyzes the major trends prevalent in the luxury watch market.

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