



**Euromonitor  
International**

# Traditional and Connected Watches in Argentina

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High watches continue to drive retail volume growth, while other areas decline  
Brands focus on cutting-edge technology and new models to expand their offerings in connected and activity watches  
Hublot launches three watch models while Rolex maintains its lead of the high watch category

PROSPECTS AND OPPORTUNITIES

Possibility of stronger growth for high watches if the tax on luxury goods is removed  
Connected watches and activity trackers (digital) set to gain ground as the categories see continued development  
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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/traditional-and-connected-watches-in-argentina/report](https://www.euromonitor.com/traditional-and-connected-watches-in-argentina/report).