

Traditional and Connected Watches in Canada

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Traditional and Connected Watches in Canada - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional watches drive growth as brands offer exclusive products and limited edition designs

Smart wearables return to growth in 2024, fuelled by innovation

The market remains fragmented as brands expand and diversify their ranges

PROSPECTS AND OPPORTUNITIES

Retail volume declines for mid watches while consumers shift to smart wearables and high-end brands

Polarisation is set to intensify as high-end brands expand their presence

Omnichannel strategies gain momentum across the forecast period

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