



**Euromonitor
International**

Traditional and Connected Watches in France

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional and connected watches see a positive performance in 2024
Sales of connected watches level out, although the highest-end models are still desirable to affluent consumers
Competitive landscape based on ongoing upgrades in luxury watches and wearables

PROSPECTS AND OPPORTUNITIES

Modest growth expected, mainly in high-end and luxury watches
Recovery expected in some basic and mid-range smart wearables and luxury wearables
Competition from second-hand, room for growth in department stores and multi-brand specialised stores, and a rebound in online sales

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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-france/report.