



Euromonitor  
International

# Traditional and Connected Watches in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Connected watches drive growth through targeted features and ongoing innovation  
New launches align with the Y2K trend, offering playful and colourful designs  
Brands launch sustainable ranges to align with rising consumer demands

PROSPECTS AND OPPORTUNITIES

Innovation and ongoing product development are expected to boost growth in connected watches  
Traditional watches will continue to benefit from an alignment with fashion, status and craftsmanship  
The second-hand watch market is poised for substantial growth as consumer look to avoid long waiting lists

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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-taiwan/report](https://www.euromonitor.com/traditional-and-connected-watches-in-taiwan/report).