

# Traditional and Connected Watches in Thailand

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## Traditional and Connected Watches in Thailand - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

New brands and collections energise category in 2024

Sales soar for second-hand watches

Exhibitions, pop-up stores and cafés expand across the country

## PROSPECTS AND OPPORTUNITIES

Premiumisation trends set to drive overall category growth

Pre-owned luxury watch market will see accelerated expansion during forecast period

Further market polarisation expected for traditional and connected watches

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