



**Euromonitor
International**

Traditional and Connected Watches in Turkey

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Luxury watches enjoy solid consumer demand
- Rise in sales of second-hand watches
- E-commerce is a key channel for watches

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- Connected watches may suffer from shorter lifecycle
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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-turkey/report.