



**Euromonitor  
International**

# Traditional and Connected Watches in Romania

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong double-digit growth is bolstered by connected watches in 2024  
Traditional luxury timepieces appeal as investment pieces, offering craftsmanship and heritage  
Retailers offer sophisticated shopping experiences to entice consumers

PROSPECTS AND OPPORTUNITIES

The rising importance of investment pieces is expected to drive sales of luxury, high watches  
Sustainability and transparency will become central to brand strategies  
Potential for customised options to gain ground, aided by technological advancements

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