

# Traditional and Connected Watches in Italy

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## Traditional and Connected Watches in Italy - Category analysis

## **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Positive performance for watches in Italy, driven by traditional watches
Luxury brands continue to lead sales of traditional watches
New products integrating technology attract interest in 2024

## PROSPECTS AND OPPORTUNITIES

Rise of the online channel will challenge physical retailers over the forecast period Sustainability will be increasingly important for players and consumers Brand image and heritage will remain key themes for traditional watches

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