



**Euromonitor
International**

Traditional and Connected Watches in Spain

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic and social factors drive sales in 2024
- Swatch Group stays ahead of companies
- Fashion trends impact trends in watches

PROSPECTS AND OPPORTUNITIES

- High-end watches set to lose attraction as investment
- Demand for sustainable options tempered by price sensitivity
- Blurring lines between tradition and technology

CATEGORY DATA

- Table 1 - Sales of Traditional and Connected Watches by Category: Volume 2019-2024
- Table 2 - Sales of Traditional and Connected Watches by Category: Value 2019-2024
- Table 3 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024
- Table 5 - Sales of Traditional Watches by Category: Volume 2019-2024
- Table 6 - Sales of Traditional Watches by Category: Value 2019-2024
- Table 7 - Sales of Traditional Watches by Category: % Volume Growth 2019-2024
- Table 8 - Sales of Traditional Watches by Category: % Value Growth 2019-2024
- Table 9 - Sales of Traditional Watches by Price Band: Volume 2019-2024
- Table 10 - Sales of Traditional Watches by Price Band: Value 2019-2024
- Table 11 - Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024
- Table 12 - Sales of Traditional Watches by Price Band: % Value Growth 2019-2024
- Table 13 - Sales of Connected Watches by Category: Volume 2019-2024
- Table 14 - Sales of Connected Watches by Category: Value 2019-2024
- Table 15 - Sales of Connected Watches by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Connected Watches by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Traditional Watches: % Value 2020-2024
- Table 18 - LBN Brand Shares of Traditional Watches: % Value 2021-2024
- Table 19 - NBO Company Shares of Connected Watches: % Value 2020-2024
- Table 20 - LBN Brand Shares of Connected Watches: % Value 2021-2024
- Table 21 - Distribution of Traditional Watches by Format: % Value 2019-2024
- Table 22 - Distribution of Connected Watches by Format: % Value 2019-2024
- Table 23 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029
- Table 24 - Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029
- Table 25 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029
- Table 27 - Forecast Sales of Traditional Watches by Category: Volume 2024-2029
- Table 28 - Forecast Sales of Traditional Watches by Category: Value 2024-2029
- Table 29 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029
- Table 30 - Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029
- Table 31 - Forecast Sales of Connected Watches by Category: Volume 2024-2029
- Table 32 - Forecast Sales of Connected Watches by Category: Value 2024-2029
- Table 33 - Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029
- Table 34 - Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

Table 35 - Sales of Personal Accessories by Category: Volume 2019-2024
Table 36 - Sales of Personal Accessories by Category: Value 2019-2024
Table 37 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
Table 38 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
Table 39 - NBO Company Shares of Personal Accessories: % Value 2020-2024
Table 40 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
Table 41 - Distribution of Personal Accessories by Format: % Value 2019-2024
Table 42 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
Table 43 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
Table 44 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
Table 45 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/traditional-and-connected-watches-in-spain/report.