

# Traditional and Connected Watches in Japan

December 2024

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## Traditional and Connected Watches in Japan - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Decrease in volume, but value increase: Shift to higher unit prices continues Connected watches faces challenges to growth in Japan, but Huawei rises Brands compete for loyalty through consumer engagement

#### PROSPECTS AND OPPORTUNITIES

Falling population challenges growth, while inbound demand will minimise decline Shift towards higher price segments in a trend of polarisation Coexistence of traditional watches and connected watches due to different roles

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#### Personal Accessories in Japan - Industry Overview

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