



# Traditional and Connected Watches in Sweden

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive retail value growth with basic mechanical watches recording solid results  
Connected watches drive the strongest value growth, benefiting from the rising health and wellness trend  
Brands place emphasis on sustainability while second-hand options remain popular

PROSPECTS AND OPPORTUNITIES

Positive retail value growth driven by investors, customisation and a strong performance from connected watches  
Swedish watch brands will seek to capitalise upon their local heritage  
Luxury players are expected to balance an online presence with exclusive instore experiences

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