



Euromonitor  
International

# Traditional and Connected Watches in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional timepieces continue to lose ground to connected watches in 2024  
Indonesian government imposes new taxes on imported watches, but international players still lead the field  
Gen Z shows a keen interest in luxury watches and shopping online

PROSPECTS AND OPPORTUNITIES

Connected watches will drive category growth, while second-hand sales of luxury watches are expected to increase over the forecast period  
Active lifestyle marketing activities set to attract more customers  
Emerging local luxury brand Regan Harney sets its sights on expansion across the region

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/traditional-and-connected-watches-in-indonesia/report](https://www.euromonitor.com/traditional-and-connected-watches-in-indonesia/report).