

Traditional and Connected Watches in Singapore

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Traditional and Connected Watches in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High mechanical watches lead sales of traditional timepieces Swiss brands dominate the market Jewellery and watch specialists remain most popular channel for traditional watches

PROSPECTS AND OPPORTUNITIES

Lack of progression for mid range watches Smart wearables will threaten growth of quartz analogue and digital watches Rise of second-hand market will pose challenge to luxury brands

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DISCLAIMER

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