



Euromonitor
International

Traditional and Connected Watches in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Within traditional watches, mechanical watches increase in popularity
- Move towards cheaper brands and models within smart wearables
- The wider range of luxury brands available impacts the share of leading brand Rolex

PROSPECTS AND OPPORTUNITIES

- Re-commerce expected to hamper volume growth for traditional and connected watches
- High watches set to outperform, but connected watches likely to suffer
- Appliances and electronics specialists set to continue to lose share

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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-south-korea/report.