



Euromonitor  
International

# Traditional and Connected Watches in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales of watches remain strong across the board
- Gifting remains a strong sales driver for traditional watches in India
- Premiumisation creating increased competition but Titan remains on top

PROSPECTS AND OPPORTUNITIES

- Luxury segment set for further gains
- Connected watches becoming mainstream with ongoing innovation set to drive demand
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