



Euromonitor  
International

# Traditional and Connected Watches in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- A rise in accessible luxury drives growth for traditional and connected watches
- Pre-loved luxury watches gain traction among South African consumers
- Connected watches gains ground, aligning with the rising health and wellness trend

PROSPECTS AND OPPORTUNITIES

- Aspirational purchases and strong brand awareness will boost the allure of international brands
- Second-hand luxury timepieces are set to remain popular over the forecast period
- South Africa will remain an appealing market to launch and buy luxury brands

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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-africa/report](https://www.euromonitor.com/traditional-and-connected-watches-in-south-africa/report).