



Euromonitor  
International

# Traditional and Connected Watches in Switzerland

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Traditional watches outperform connected watches, which record a volume and value decline  
The Swatch Group and Rolex SA lead the competitive landscape with strong brand reputations  
Jewellery and watch specialists continue to lead sales through in-person expertise

PROSPECTS AND OPPORTUNITIES

Traditional watches record positive value growth while demand for connected watches is expected to decline  
High and mid watches are set to drive demand as basic watches decline  
Lack of innovation and competition from alternative smart wearables is set to challenge sales of connected watches

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