



Traditional and Connected Watches in Ukraine

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Urban consumers support an uplift in retail value and volume growth
- Basic quartz digital watches record strong growth, offering affordability to consumers in 2024
- Apple leads with almost a quarter of share, appealing through high-tech innovation

PROSPECTS AND OPPORTUNITIES

- The growing reliance on smartphones and smart wearables is expected to pose a challenge to traditional watches
- Connected watches and smart wearables set to lead value growth, appealing to younger consumers
- Retail e-commerce is expected to gain ground, moving from a browsing platform to a sales platform

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