

# Traditional and Connected Watches in Taiwan

January 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

A resurgence of classic timepieces as consumers appreciate craftsmanship  
The demand for connected smartwatches grows in 2023  
Quartz devices lose share to more expensive mechanical and connected watches

### PROSPECTS AND OPPORTUNITIES

A fusion of traditional craftsmanship and smart features emerge  
Personalisation and health and wellness shape innovation in the landscape  
The use of various materials adds value to quartz devices

### CATEGORY DATA

Table 1 - Sales of Traditional and Connected Watches by Category: Volume 2018-2023  
Table 2 - Sales of Traditional and Connected Watches by Category: Value 2018-2023  
Table 3 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2018-2023  
Table 4 - Sales of Traditional and Connected Watches by Category: % Value Growth 2018-2023  
Table 5 - Sales of Traditional Watches by Category: Volume 2018-2023  
Table 6 - Sales of Traditional Watches by Category: Value 2018-2023  
Table 7 - Sales of Traditional Watches by Category: % Volume Growth 2018-2023  
Table 8 - Sales of Traditional Watches by Category: % Value Growth 2018-2023  
Table 9 - Sales of Traditional Watches by Price Band: Volume 2018-2023  
Table 10 - Sales of Traditional Watches by Price Band: Value 2018-2023  
Table 11 - Sales of Traditional Watches by Price Band: % Volume Growth 2018-2023  
Table 12 - Sales of Traditional Watches by Price Band: % Value Growth 2018-2023  
Table 13 - Sales of Connected Watches by Category: Volume 2018-2023  
Table 14 - Sales of Connected Watches by Category: Value 2018-2023  
Table 15 - Sales of Connected Watches by Category: % Volume Growth 2018-2023  
Table 16 - Sales of Connected Watches by Category: % Value Growth 2018-2023  
Table 17 - NBO Company Shares of Traditional Watches: % Value 2019-2023  
Table 18 - LBN Brand Shares of Traditional Watches: % Value 2020-2023  
Table 19 - NBO Company Shares of Connected Watches: % Value 2019-2023  
Table 20 - LBN Brand Shares of Connected Watches: % Value 2020-2023  
Table 21 - Distribution of Traditional Watches by Format: % Value 2018-2023  
Table 22 - Distribution of Connected Watches by Format: % Value 2018-2023  
Table 23 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2023-2028  
Table 24 - Forecast Sales of Traditional and Connected Watches by Category: Value 2023-2028  
Table 25 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2023-2028  
Table 26 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2023-2028  
Table 27 - Forecast Sales of Traditional Watches by Category: Volume 2023-2028  
Table 28 - Forecast Sales of Traditional Watches by Category: Value 2023-2028  
Table 29 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2023-2028  
Table 30 - Forecast Sales of Traditional Watches by Category: % Value Growth 2023-2028  
Table 31 - Forecast Sales of Connected Watches by Category: Volume 2023-2028  
Table 32 - Forecast Sales of Connected Watches by Category: Value 2023-2028  
Table 33 - Forecast Sales of Connected Watches by Category: % Volume Growth 2023-2028  
Table 34 - Forecast Sales of Connected Watches by Category: % Value Growth 2023-2028

## EXECUTIVE SUMMARY

Personal accessories in 2023: The big picture

2023 key trends  
Competitive landscape  
Retailing developments  
What next for personal accessories?

## MARKET DATA

Table 35 - Sales of Personal Accessories by Category: Volume 2018-2023  
Table 36 - Sales of Personal Accessories by Category: Value 2018-2023  
Table 37 - Sales of Personal Accessories by Category: % Volume Growth 2018-2023  
Table 38 - Sales of Personal Accessories by Category: % Value Growth 2018-2023  
Table 39 - NBO Company Shares of Personal Accessories: % Value 2019-2023  
Table 40 - LBN Brand Shares of Personal Accessories: % Value 2020-2023  
Table 41 - Distribution of Personal Accessories by Format: % Value 2018-2023  
Table 42 - Forecast Sales of Personal Accessories by Category: Volume 2023-2028  
Table 43 - Forecast Sales of Personal Accessories by Category: Value 2023-2028  
Table 44 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2023-2028  
Table 45 - Forecast Sales of Personal Accessories by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/traditional-and-connected-watches-in-taiwan/report](https://www.euromonitor.com/traditional-and-connected-watches-in-taiwan/report).