

# Traditional and Connected Watches in Malaysia

January 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising living costs impact spending on basic and mid-price traditional watches, but high watches continues to thrive

New Apple Watch enters the market in 2023 with connected watches presenting a real threat to the future of quartz digital watches

Cross-collaborations play a prominent role in new product launches in 2023

#### PROSPECTS AND OPPORTUNITIES

Mid-high-priced watches anticipated to continue recording stronger growth than basic watches

Connected watches likely to become increasingly useful as the world becomes more digital

Luxury brands focusing on enhancing the in-store experience

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