

Traditional and Connected Watches in Indonesia

January 2024

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Traditional and Connected Watches in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Traditional timepieces continue to lose ground to smartwatches

Government imposes new taxes on imported watches

Chinese tech giant Xiaomi gains traction

PROSPECTS AND OPPORTUNITIES

Environmentally sustainable materials, such as wood, will be growing trend in locally made watches

Rising health concerns will boost growth of smart wearables

E-commerce will continue to grow in importance

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