

# Traditional and Connected Watches in the United Arab Emirates

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# Traditional and Connected Watches in the United Arab Emirates - Category analysis

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Health-focused smart wearables drive category growth

Sustainability continues to grow, supported by resale and circular economy

Social media a major growth driver

## PROSPECTS AND OPPORTUNITIES

The evolution of quartz digital and analogue devices to evolve and grow over forecast period Value sales of luxury timepieces likely to rise

Fossil unveils wellness-focused Gen 6 collection

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