

Traditional and Connected Watches in Argentina

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Traditional and Connected Watches in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Supply limitations limit retail volume sales of high watches

Swatch and Casio remain major brands

The demand for connected watches gains traction from more active and health-conscious consumer lifestyles

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Positive retail volume growth projected for traditional and connected watches

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Growing array and price promotions to boost retail e-commerce in watches

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