

Traditional and Connected Watches in Mexico

January 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Aligned with trends such as accessible luxury, players forge strategic alliances that captivate Mexicans, even in the face of inflation

Hand in hand with special and limited editions, Mexican traditions set the tone in traditional and connected watches

Hand in hand with exclusivity, Mexicans follow various players' loyalty programmes in traditional watches

PROSPECTS AND OPPORTUNITIES

Positive performance anticipated, amidst consumer confidence, nearshoring, and significant events in the country

As a relevant player in high mechanical watches, Hublot will continue driving sales, thanks to sustainable practices

Strategic advances in traditional and connected watches fuelled by Mexico's enduring passion for sporting accessories

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

Personal Accessories in Mexico - Industry Overview

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-mexico/report.