Euromonitor International

Traditional and Connected Watches in Turkey

March 2026

Table of Contents

Traditional and Connected Watches in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

AI innovation and Gen Z demand for sustainability reshape market
Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

AI and technological innovation reshape watch market
Chart 2 - Growing Adoption of Hybrid Smartwatches
Gen Z shapes design through sustainability and digital preferences
Chart 3 - Gen Z Preferences are Shaping the Watch Market in Significant Ways
Resale market expands as economic pressures drive alternative channels
Chart 4 - Growing Adoption of Hybrid Smartwatches

WHAT'S NEXT?

Affluent consumers and technological advancements to drive future growth
Traditional brands to compete through heritage, whilst connected watches advance technology

COMPETITIVE LANDSCAPE

Apple and Swatch Group lead watch sales in Turkey

CHANNELS

Jewellery and watch specialists lead distribution

COUNTRY REPORTS DISCLAIMER

Personal Accessories in Turkey - Industry Overview

EXECUTIVE SUMMARY

Tourism rebound drives growth amid market polarisation

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Tourism recovery drives strong value growth despite economic pressures
Chart 6 - Beymen offers a wide selection of luxury international and in-house designer brands.
Market polarisation drives dual market structure
Sustainability and inclusivity reshape product offerings and brand positioning
Chart 7 - DESA reinforced its commitment to sustainability in 2025

WHAT'S NEXT?

Sustainability and digitalisation investments to drive eco-friendly demand
Chart 8 - Analyst Insight
Younger generations to demand transparency whilst AI reshapes production
Capsule collections to offer communication and profitability advantages

COMPETITIVE LANDSCAPE

Leading brands maintain dominance through prestige and local networks

CHANNELS

Jewellery and watch specialists drive sales through omnichannel presence

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030
Chart 10 - PEST Analysis in Turkey 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Turkey 2025
Chart 12 - Consumer Landscape in Turkey 2025

COUNTRY REPORTS 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-turkey/report.