

Traditional and Connected Watches in Hong Kong, China

March 2024

Table of Contents

Traditional and Connected Watches in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of outdoor and travel activities drives rebound in sales of traditional and connected watches in Hong Kong Apple's leadership and Garmin's proactive approach support growth of smart wearables

Navigating the decline: Challenges and strategies for digital watches in Hong Kong

PROSPECTS AND OPPORTUNITIES

Resilient affluent consumers and symbolic status drive growth of luxury watches in Hong Kong
Rising second-hand market and Japanese shopping sprees present challenges to high watches
New product launches with diverse pricing strategies to help drive connected watches over the forecast period

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 Hong Kong, China - 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

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SOURCES

Summary 1 - Research Sources

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