Euromonitor International

Traditional and Connected Watches in Hong Kong, China

March 2026

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market evolution drives luxury brands to blend heritage, pre-owned and innovation
Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Resale and rental trends reshape market dynamics
Chart 2 - Richard Mille Brings Value of Time to Hong Kong in 2025
Luxury watches retailers face challenges from changing tourist behaviour
Chart 3 - Prince Jewellery & Watch Steps Away from Russell Street in 2025
Wellnessdriven adoption strengthens connected watch demand
Chart 4 - Local Brand Momax Launches Connected Watch and Ring in 2025

WHAT'S NEXT?

Healthled adoption fuels longterm growth in connected watches
Connected watches to gain share, traditional watches will remain the largest category
Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading luxury brands continue to lead through diversification
Local microbrands challenge established players

CHANNELS

Retail e-commerce gains share as microbrands thrive

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Personal Accessories in Hong Kong, China - Industry Overview

EXECUTIVE SUMMARY

Polarised demand and evolving behaviour reshape personal accessories

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives bifurcated demand and brand strategies
Chow Tai Fook successfully navigates market polarisation
Chart 7 - Chow Tai Fook Collaborates with Popular IP Chiikawa in 2025
Transformative influence of Gen Z and evolving tourism

WHAT'S NEXT?

Omnichannel strategies drive customer connection and loyalty
Chart 8 - STAND OIL Pop-Up in Key Traffic Area Tsim Sha Tsui
Microbrands and niche players capitalise on demand for self-expression
Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Competition intensifies across three emerging arenas
Patek Philippe's new experiential flagship store
Chart 10 - Patek Philippe Opens New Experiential Flagship Store on Central Queen's Road

CHANNELS

Offline retail remains central to personal accessories sales
Online retail playing an increasingly complementary role

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030
Chart 12 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Hong Kong, China 2025
Chart 14 - Consumer Landscape in Hong Kong, China 2025

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SOURCES

Summary 1 - Research Sources

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