Euromonitor International

Traditional and Connected Watches in South Korea

February 2026

Traditional and Connected Watches in South Korea - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation intensifies as multi-watch ownership and performance culture reshape demand

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

High-end watches drive growth with asset-oriented consumption

Chart 2 - Vacheron Constantin Opens its Flagship Store Maison 1755 Seoul

Performance culture reshapes connected watches whilst basic watches struggle

WHAT'S NEXT?

Complementary consumption and occasion-specific portfolios to reshape demand

Chart 3 - Casio's CAFE 00:00 – Reimagining Time as Experience

Smartwatches to evolve into lifestyle infrastructure with experience-led ecosystems

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Rolex and Cartier maintain leadership as ecosystem integration drives connected watches

Garmin and Suunto emerge as performance-focused specialists gain momentum

Chart 5 - Garmin Run Korea - Garmin Engages Performance-Driven Runners

CHANNELS

Department stores strengthen with high-end watches

Connected watches see rising demand via e-commerce

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Personal Accessories in South Korea - Industry Overview

EXECUTIVE SUMMARY

Jewellery drives growth and sustainability credentials gain in importance

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Premiumisation weakens as consumers shift from designer bags to alternative products

Changing expectations of Gen Z and Millennials create new growth opportunities

Second-hand luxury platforms gain ground as watches emerge as investment assets

Sustainability becomes a key selling point to appeal to MZ consumers

Writing instruments face structural decline as digital alternatives dominate

WHAT'S NEXT?

Ultra-luxury brands maintain appeal as investment assets whilst mid-tier players seek accessible positioning

Differentiation through customisation, community and material innovation

Chart 7 - Analyst Insight

COMPETITIVE LANDSCAPE

Polarisation accelerates as luxury concentrates at top whilst mid-tier brands lose ground

Gen Z drives growth in experiential retail through mindful consumption

Chart 8 - Gen Z's Experience-Centric Consumption – J.ESTINA's "J Fitting Room"

Sustainability grows as a competitive selling point

Technological sophistication presents a key opportunity

CHANNELS

Offline retail dominates
The rise of e-commerce

ECONOMIC CONTEXT

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

CONSUMER CONTEXT

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

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SOURCES

Summary 1 - Research Sources

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