

Traditional and Connected Watches in South Africa

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Traditional and Connected Watches in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Connected watches continues to see dynamic growth

Mr Price offers consumers affordable connected watches

Many South Africans remain brand-loyal when it comes to watches

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Consumers seek unique limited-edition traditional watches

The Swatch Group is set to continue to attract consumers across the spectrum

Consumers are becoming environmentally conscious when it comes to their purchasing decisions

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