

# Traditional and Connected Watches in Australia

January 2024

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#### Traditional and Connected Watches in Australia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

High watches is resilient within traditional watches in Australia Swatch Group's stellar brand collaborations energise traditional watches Apple's dominance and price competition shape connected watches

## PROSPECTS AND OPPORTUNITIES

Players will navigate challenges in mid watches High watches likely to sustain growth Sustainability to shape the future of traditional and connected watches

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Personal Accessories in Australia - Industry Overview

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