

Traditional and Connected Watches in Germany

March 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resurgence and evolution in quartz watches

Digital expansion of the pre-owned market

Balance of tradition and technology

PROSPECTS AND OPPORTUNITIES

Generational shift in preferences towards connectivity

Sustainable innovations take centre stage

Quartz watches – blending the best of both worlds

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 Germany - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/traditional-and-connected-watches-in-germany/report.