Euromonitor International

Traditional and Smart Watches in Indonesia

November 2026

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KEY DATA INSIGHTS

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Luxury watch pricing reinforces exclusivity and polarisation
Smart watches gain momentum as connected features reshape demand
Pre-owned luxury watches gain traction as resale channels expand
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Chart 2 Value Sales by Category 2026

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Gen Z set to drive greater emphasis on design, customisation and functionality
Local relevance and omnichannel strategies expected to create new opportunities
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COUNTRY REPORTS DISCLAIMER

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