Euromonitor International

Traditional and Smart Watches in the Philippines

November 2026

Table of Contents

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

AI health innovation accelerates smart watch adoption
Heritage-led releases strengthen traditional watch appeal
Gen Z wellness and sustainability reshape demand
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Smart watch adoption to accelerate as AI-powered wellness becomes standard
Certified pre-owned programmes set to broaden access to premium watches
Sustainability expected to strengthen the proposition for traditional watches
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Rolex leads a moderately concentrated landscape as Apple gains ground
Garmin and luxury launches drive differentiation through specialisation
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Specialist stores lead offline sales through expertise and service
Watch restoration hubs strengthen interest in vintage mechanical watches
Social commerce strengthens e-commerce discovery and sales
Chart 1 Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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-smart-watches-in-the-philippines/report.