

Luxury Timepieces in Germany

April 2022

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Luxury Timepieces in Germany - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

In 2021 luxury timepieces sees a rebound from strong losses in 2020
Store-based restrictions affect the category despite consumers' eagerness to spend
Major players in the category lose share

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E-commerce set to grow further despite the lifting of restrictions
Slow return of tourists will drag out recovery
Fight between luxury timepieces and luxury smartwatches set to intensify

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DISCLAIMER

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