



# Luxury Timepieces in India

December 2021

Table of Contents

## Luxury Timepieces in India - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Aspirational consumers shift to affordable brands or postpone purchases  
Luxury brands enter India using online platforms, giving e-commerce a push  
Gifting luxury timepieces remains relevant option

#### PROSPECTS AND OPPORTUNITIES

Reopening of international borders could see demand shift back to foreign markets  
Smartwatches offer competition to luxury timepieces due to functional element  
Rising demand for pre-owned luxury timepieces

#### CATEGORY DATA

Table 1 - Sales of Luxury Timepieces by Category: Value 2016-2021  
Table 2 - Sales of Luxury Timepieces by Category: % Value Growth 2016-2021  
Table 3 - NBO Company Shares of Luxury Timepieces: % Value 2016-2020  
Table 4 - LBN Brand Shares of Luxury Timepieces: % Value 2017-2020  
Table 5 - Distribution of Luxury Timepieces by Format: % Value 2016-2021  
Table 6 - Forecast Sales of Luxury Timepieces by Category: Value 2021-2026  
Table 7 - Forecast Sales of Luxury Timepieces by Category: % Value Growth 2021-2026

## Luxury Goods in India - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture  
2021 key trends  
Competitive landscape  
Retailing developments  
What next for luxury goods?

### MARKET DATA

Table 8 - Sales of Luxury Goods by Category: Value 2016-2021  
Table 9 - Sales of Luxury Goods by Category: % Value Growth 2016-2021  
Table 10 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021  
Table 11 - NBO Company Shares of Luxury Goods: % Value 2016-2020  
Table 12 - LBN Brand Shares of Luxury Goods: % Value 2017-2020  
Table 13 - Distribution of Luxury Goods by Format and Category: % Value 2021  
Table 14 - Forecast Sales of Luxury Goods by Category: Value 2021-2026  
Table 15 - Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

### 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/luxury-timepieces-in-india/report](http://www.euromonitor.com/luxury-timepieces-in-india/report).