

Luxury Timepieces in Russia

December 2021

Table of Contents

Luxury Timepieces in Russia - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Strict border controls keep sales of luxury timepieces ticking along
Players forced to focus on digital strategy due to impact of COVID-19
Mercury stands out thanks to Rolex's investment appeal

PROSPECTS AND OPPORTUNITIES

Travel and the economy in focus as producers of luxury timepieces look to the future
Retailers and brands expected to embrace the digital landscape as they look to the next generation of consumers
Rolex expected to retain its status as the king of watches

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 Russia - 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-russia/report.