

Luxury Timepieces in Taiwan

December 2021

Table of Contents

Luxury Timepieces in Taiwan - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Affluent consumers unable to travel helps luxury timepieces to record a strong performance despite the pandemic

Men's luxury timepieces continues to show the most dynamic growth due to style and fashion

Lack of tourism hits sales of timepieces in 2021

PROSPECTS AND OPPORTUNITIES

Positive growth expected to be seen throughout the forecast period

Women's luxury timepieces offer more room for players to enter the competitive landscape

Unit prices to rise due to the surge in demand for limited edition 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 Taiwan - 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-taiwan/report.