

Watches in Brazil

July 2021

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Watches in Brazil - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Back to basics is the new logic for leading manufacturers of watches

Manufacturers look for cost efficiencies in a deflated market

Smartwatches present an obstacle to the recovery of traditional watches

PROSPECTS AND OPPORTUNITIES

Smartwatches can be seen as a threat or an opportunity

Digitalisation is imperative with new approaches and marketplaces gaining traction

Growing second-hand market attracts more consumers who see luxury timepieces as an investment

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Prolonged periods of quarantine due to COVID-19 hinder recovery

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Major players look for merger and acquisition opportunities

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