

Watches in France

July 2021

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Watches in France - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Return to growth, but some way off full recovery
Consumers display preference for Made in France and sober aesthetic
Absence of Chinese tourists exerts strong influence on competitive landscape

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Luxury mechanical watches have the potential to withstand smart watch development
E-commerce overtakes department stores as it establishes strong platform for further growth
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DISCLAIMER

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