

# Watches in Italy

July 2021

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## Watches in Italy - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

As one of the worst hit categories by COVID-19, watches begins to post a slow recovery

High mechanical watches post the strongest recovery thanks to the return of tourism

Rolex continues to lead watches thanks to its renowned status and strong brand image

#### PROSPECTS AND OPPORTUNITIES

High mechanical watches bounce back as basic and mid watches struggle to attract consumer interest

Jewellery and watch specialist retailers remains top distribution channel

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