

# Watches in the US

July 2021

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## Watches in the US - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Increased time spent at home diminishes demand for traditional watches  
High-price watches outperform mid- and basic price brackets amid pandemic  
Some price brackets benefit from availability through essential retailers

#### PROSPECTS AND OPPORTUNITIES

Forecast outlook varies by type, but overall category still looks poised to recover  
Consumers will increasingly participate in more sustainable business models  
As e-commerce continues to grow, brands and retailers overhaul investments

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/watches-in-the-us/report](http://www.euromonitor.com/watches-in-the-us/report).