



# Traditional and Connected Watches in Turkey

March 2026

Table of Contents

## Traditional and Connected Watches in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

AI innovation and Gen Z demand for sustainability reshape market

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

AI and technological innovation reshape watch market

Chart 2 - Growing Adoption of Hybrid Smartwatches

Gen Z shapes design through sustainability and digital preferences

Chart 3 - Gen Z Preferences are Shaping the Watch Market in Significant Ways

Resale market expands as economic pressures drive alternative channels

Chart 4 - Growing Adoption of Hybrid Smartwatches

#### WHAT'S NEXT?

Affluent consumers and technological advancements to drive future growth

Traditional brands to compete through heritage, whilst connected watches advance technology

#### COMPETITIVE LANDSCAPE

Apple and Swatch Group lead watch sales in Turkey

#### CHANNELS

Jewellery and watch specialists lead distribution

#### COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Turkey - Industry Overview](#)

#### EXECUTIVE SUMMARY

Tourism rebound drives growth amid market polarisation

### KEY DATA FINDINGS

Chart 5 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Tourism recovery drives strong value growth despite economic pressures

Chart 6 - Beymen offers a wide selection of luxury international and in-house designer brands.

Market polarisation drives dual market structure

Sustainability and inclusivity reshape product offerings and brand positioning

Chart 7 - DESA reinforced its commitment to sustainability in 2025

#### WHAT'S NEXT?

Sustainability and digitalisation investments to drive eco-friendly demand

Chart 8 - Analyst Insight

Younger generations to demand transparency whilst AI reshapes production

Capsule collections to offer communication and profitability advantages

#### COMPETITIVE LANDSCAPE

Leading brands maintain dominance through prestige and local networks

#### CHANNELS

Jewellery and watch specialists drive sales through omnichannel presence

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Turkey 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Turkey 2025

Chart 12 - Consumer Landscape in Turkey 2025

## COUNTRY REPORTS 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/traditional-and-connected-watches-in-turkey/report](http://www.euromonitor.com/traditional-and-connected-watches-in-turkey/report).