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Traditional and Connected Watches in the Netherlands

January 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustained demand is driven by the influx of tourists and interest in fashion
Special and vintage editions drive growth as consumers seek quality designs
As interest grows in high mechanical watches, luxury players invest in the category

PROSPECTS AND OPPORTUNITIES

Positive growth is expected as consumers reach for affordability, style and design
Pre-owned watches will increasingly be embraced as investments by retailers
Players are expected to place more investment and strategy on retail e-commerce

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Personal Accessories in the Netherlands - Industry Overview

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