



# Traditional and Connected Watches in the Netherlands

March 2026

## Traditional and Connected Watches in the Netherlands - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Stable growth underpinned by innovation, tourism, and strong exposure

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Steady growth as promotional activity in luxury watches remains high

Chart 2 - Breitling Boosts Engagement with Younger Consumers

Traditional watches remains dominant, with heritageinspired releases

Chart 3 - Seiko Reintroduces Heritage Designs to Engage Consumers

Marketing investment and craftsmanship messaging shape consumer engagement

Chart 4 - Breitling Flagship Stores Inspire Younger Consumers

#### WHAT'S NEXT?

Heritageinspired releases and tourism to support future luxury demand

Online purchasing to accelerate growth for connected watches

Chart 5 - Analyst Insight

#### COMPETITIVE LANDSCAPE

The Swatch Group and Apple lead with diverse portfolios

#### CHANNELS

Retail ecommerce gains momentum as consumers shift online for information and discounts

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[Personal Accessories in the Netherlands - Industry Overview](#)

### EXECUTIVE SUMMARY

Affluent consumers and digital trends drive growth for personal accessories

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Smaller Dutch brands gain traction among consumers

Chart 7 - Segmented Marketing on Social Media Platforms Boosts Brand Recognition

Influencers and social media drive demand for luxury personal accessories

Chart 8 - Social Media Impacts Demand for Luxury Accessories

Market polarisation affects value growth of personal accessories

Chart 9 - Dutch Consumers Approach Spending with Caution Amid Economic Uncertainty

#### WHAT'S NEXT?

Manufacturers to target emerging consumer groups and market polarisation set to continue

Retail e-commerce expansion to continue alongside investment in flagship stores

Chart 10 - Analyst Insight

#### COMPETITIVE LANDSCAPE

Global brands maintain their lead through sustained marketing and product development

#### CHANNELS

Specialist stores lead sales of personal accessories despite growth for retail e-commerce

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in the Netherlands 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in the Netherlands 2025

Chart 14 - Consumer Landscape in the Netherlands 2025

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## SOURCES

Summary 1 - Research Sources

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