



Traditional and Connected Watches in Spain

January 2026

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Traditional and Connected Watches in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising number of HNWIs contributes to continued growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Some people prioritise experiences over purchases of luxury goods, but opportunities remain

Sales in the largest category driven by established consumer preferences

Heritage designs with discreet technology gain popularity

Chart 2 - Fashion Supports Launches

WHAT'S NEXT?

Technology to drive growth through hybrid watch designs

Connected watches set to outpace traditional watches in terms of growth

Chart 3 - Analyst Insight

Social media and sustainability to influence trends

COMPETITIVE LANDSCAPE

Swatch Group extends its lead amidst market polarisation

Chart 4 - Swatch Maintains its Leading Position Owing to Collaboration Between its Brands

No significant mergers or acquisitions, or new entrants in 2025

CHANNELS

E-commerce gains ground as consumers seek value for money, but offline retail dominates

PRODUCTS

Tech innovations drive health and sports-related innovations

Chart 5 - Higher Interest in Health and Sports Supports Innovation

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

EXECUTIVE SUMMARY

Economic factors drive trading down, although affordable luxury also popular

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

An increasing number of consumers trade down to fast fashion and affordable luxury

Chart 7 - Trading Down Supports the "Shein Effect"

Writing instruments performs well in volume terms due to social media and mental health

Influencers drive sales and shape product trends

Chart 8 - Influencers Drive Trends and Push Sales Via Brand Endorsement

WHAT'S NEXT?

E-commerce, social media, and greater consumer confidence expected to drive sales

Writing instruments set to remain the largest personal accessories category in volume terms

Social media influencers to shape trends and drive sales

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Established brands maintain their lead due to solid reputation and consumer loyalty

Smaller local brands gain ground through social media

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Offline retail continues to dominate personal accessories

Retail e-commerce drives up its share of personal accessories

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