



Traditional and Connected Watches in Hong Kong, China

March 2026

Traditional and Connected Watches in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market evolution drives luxury brands to blend heritage, pre-owned and innovation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Resale and rental trends reshape market dynamics

Chart 2 - Richard Mille Brings Value of Time to Hong Kong in 2025

Luxury watches retailers face challenges from changing tourist behaviour

Chart 3 - Prince Jewellery & Watch Steps Away from Russell Street in 2025

Wellness-driven adoption strengthens connected watch demand

Chart 4 - Local Brand Momax Launches Connected Watch and Ring in 2025

WHAT'S NEXT?

Health-led adoption fuels long-term growth in connected watches

Connected watches to gain share, traditional watches will remain the largest category

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading luxury brands continue to lead through diversification

Local microbrands challenge established players

CHANNELS

Retail e-commerce gains share as microbrands thrive

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Hong Kong, China - Industry Overview](#)

EXECUTIVE SUMMARY

Polarised demand and evolving behaviour reshape personal accessories

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives bifurcated demand and brand strategies

Chow Tai Fook successfully navigates market polarisation

Chart 7 - Chow Tai Fook Collaborates with Popular IP Chiikawa in 2025

Transformative influence of Gen Z and evolving tourism

WHAT'S NEXT?

Omnichannel strategies drive customer connection and loyalty

Chart 8 - STAND OIL Pop-Up in Key Traffic Area Tsim Sha Tsui

Microbrands and niche players capitalise on demand for self-expression

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Competition intensifies across three emerging arenas

Patek Philippe's new experiential flagship store

Chart 10 - Patek Philippe Opens New Experiential Flagship Store on Central Queen's Road

CHANNELS

Offline retail remains central to personal accessories sales

Online retail playing an increasingly complementary role

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Hong Kong, China 2025

Chart 14 - Consumer Landscape in Hong Kong, China 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-hong-kong-china/report.