



**Euromonitor  
International**

# Traditional and Connected Watches in the US

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

The once distinct overperformance of high watches narrows in 2024

Connected watches continues benefiting from consumer investment in health and wellness-oriented products

Brands that blend luxury and affordability resonate with consumers

PROSPECTS AND OPPORTUNITIES

Despite more cautious consumer behaviour, players see long-term optimism for traditional watches

Players are balancing efforts to improve online and in-store shopping to create a truly seamless omnichannel experience

Connected watches to be challenged by disruption from smart rings over the forecast period

CATEGORY DATA

Table 1 - Sales of Traditional and Connected Watches by Category: Volume 2019-2024
Table 2 - Sales of Traditional and Connected Watches by Category: Value 2019-2024
Table 3 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024
Table 4 - Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024
Table 5 - Sales of Traditional Watches by Category: Volume 2019-2024
Table 6 - Sales of Traditional Watches by Category: Value 2019-2024
Table 7 - Sales of Traditional Watches by Category: % Volume Growth 2019-2024
Table 8 - Sales of Traditional Watches by Category: % Value Growth 2019-2024
Table 9 - Sales of Traditional Watches by Price Band: Volume 2019-2024
Table 10 - Sales of Traditional Watches by Price Band: Value 2019-2024
Table 11 - Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024
Table 12 - Sales of Traditional Watches by Price Band: % Value Growth 2019-2024
Table 13 - Sales of Connected Watches by Category: Volume 2019-2024
Table 14 - Sales of Connected Watches by Category: Value 2019-2024
Table 15 - Sales of Connected Watches by Category: % Volume Growth 2019-2024
Table 16 - Sales of Connected Watches by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Traditional Watches: % Value 2020-2024
Table 18 - LBN Brand Shares of Traditional Watches: % Value 2021-2024
Table 19 - NBO Company Shares of Connected Watches: % Value 2020-2024
Table 20 - LBN Brand Shares of Connected Watches: % Value 2021-2024
Table 21 - Distribution of Traditional Watches by Format: % Value 2019-2024
Table 22 - Distribution of Connected Watches by Format: % Value 2019-2024
Table 23 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029
Table 24 - Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029
Table 25 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029
Table 26 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029
Table 27 - Forecast Sales of Traditional Watches by Category: Volume 2024-2029
Table 28 - Forecast Sales of Traditional Watches by Category: Value 2024-2029
Table 29 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029
Table 30 - Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029
Table 31 - Forecast Sales of Connected Watches by Category: Volume 2024-2029
Table 32 - Forecast Sales of Connected Watches by Category: Value 2024-2029
Table 33 - Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029
Table 34 - Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends  
Competitive landscape  
Retailing developments  
What next for personal accessories?

## MARKET DATA

Table 35 - Sales of Personal Accessories by Category: Volume 2019-2024  
Table 36 - Sales of Personal Accessories by Category: Value 2019-2024  
Table 37 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024  
Table 38 - Sales of Personal Accessories by Category: % Value Growth 2019-2024  
Table 39 - NBO Company Shares of Personal Accessories: % Value 2020-2024  
Table 40 - LBN Brand Shares of Personal Accessories: % Value 2021-2024  
Table 41 - Distribution of Personal Accessories by Format: % Value 2019-2024  
Table 42 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029  
Table 43 - Forecast Sales of Personal Accessories by Category: Value 2024-2029  
Table 44 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029  
Table 45 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/traditional-and-connected-watches-in-the-us/report](https://www.euromonitor.com/traditional-and-connected-watches-in-the-us/report).