



# Traditional and Connected Watches in the United Arab Emirates

February 2026

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Luxury timepieces thrive among high-net-worth demographics

Chart 1 - Key Trends 2025

### INDUSTRY PERFORMANCE

Premiumisation elevates luxury watches as status symbol for affluent consumers

Chart 2 - Audemars Piguet Partners with Dubai Future Foundation

Connected watches lead dynamic growth with AI and tech innovation

Certified pre-owned schemes strengthen luxury watch resales

Chart 3 - Ahmed Seddiqi & Sons Offers Rolex CPO Collection with Rare Watches

### WHAT'S NEXT?

Rise in HNWI and women's purchasing power to transform outlook

Chart 4 - Analyst Insight

Technological innovations to shape the future of watches

### COMPETITIVE LANDSCAPE

Global luxury brands lead fragmented watch landscape

### CHANNELS

Brick-and-mortar stores remain dominant

Retail e-commerce grows with increasing online presence

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[Personal Accessories in the United Arab Emirates - Industry Overview](#)

## EXECUTIVE SUMMARY

Luxury demand surges amidst rising wealth

## KEY DATA FINDINGS

Chart 5 - Key Trends 2025

### INDUSTRY PERFORMANCE

Tourism fuels luxury boom

Chart 6 - Louis Vuitton's Pop-Up in Dubai Desert

Resale platforms tap sustainable demand

Chart 7 - Ahmed Seddiqi & Sons Offers Rolex CPO Collection with Rare Watches

Tariffs and supply chain shifts boost product availability

### WHAT'S NEXT?

Affluence and infrastructure will drive robust outlook

Digital and sustainable innovation will shape future

Chart 8 - Analyst Insight

### COMPETITIVE LANDSCAPE

Luxury brands thrive amidst market fragmentation

### CHANNELS

Offline retail remains dominant despite e-commerce growth

Retail e-commerce drives growth with convenience

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in United Arab Emirates 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in United Arab Emirates 2025

Chart 12 - Consumer Landscape in United Arab Emirates 2025

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## SOURCES

Summary 1 - Research Sources

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