



Euromonitor  
International

# Traditional and Connected Watches in India

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Table of Contents

## Traditional and Connected Watches in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

New trade agreement and increase in HNWIs helps drive growth

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Tariffs and supply chain agreements drive premium watch sales

Chart 3 - Swiss Watch Imports Get Cheaper in India Post-Trade Pact

Traditional watches remains the largest category

Tariffs and supply chain emerge as key trend

Chart 4 - Ethos Opens 'City of Time' Luxury Watch Destination in Gurgaon

#### WHAT'S NEXT?

Tariffs and demographics drive premium watch sales growth

Connected watches set to see a shift towards premium offerings

Omnichannel retailing strategies could be key to growth

#### COMPETITIVE LANDSCAPE

Titan solidifies its lead as Apple and Samsung gain traction

No significant mergers, acquisitions, or new product launches

#### CHANNELS

Offline retail leads sales of traditional watches, while e-commerce drives growth in connected watches

Leisure and personal goods specialists drive offline sales, e-commerce gains traction

No new retail concepts or collaborations expected to emerge in 2026

#### PRODUCTS

BoAt drives innovation with AI-powered smartwatches

Chart 5 - BoAt Launches New Smartwatch with NFC Payments at an Affordable Price

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

#### EXECUTIVE SUMMARY

Improving economy supports sales of personal accessories in 2025

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Rising disposable incomes fuel premiumisation trend

Titan's Jalsa watch epitomises the growing focus on luxury goods

Chart 8 - Titan's JALSA Watch Highlights Rising Premiumisation in India's Luxury Market

Regulatory measures enhance trust in jewellery

#### WHAT'S NEXT?

Sales set to benefit from growing base of more affluent consumers

Jewellery set to drive growth with the focus on premiumisation and sustainability

Digital transformation reshapes retail strategies and consumer engagement

## COMPETITIVE LANDSCAPE

D2C brands challenge incumbents in personal accessories

Chart 9 - Legacy Brands Face Growing Competition from Agile D2C Brands in 2025

Opportunities emerging from shifts in competitive dynamics

## CHANNELS

Offline retail leads due to the importance of tactile experiences

Retail e-commerce drives growth with convenience and digital adoption

An omnichannel presence has become essential for retailers

## PRODUCTS

Gen Z drives innovation in jewellery design and sourcing

Chart 10 - Palmonas Highlights Gen Z's Influence on India's Jewellery Market in 2025

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in India 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in India 2025

Chart 14 - Consumer Landscape in India 2025

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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-india/report](http://www.euromonitor.com/traditional-and-connected-watches-in-india/report).