



Traditional and Connected Watches in the Philippines

January 2026

Traditional and Connected Watches in the Philippines - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market polarisation boosts value sales in both premium and budget segments

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation highlighted by Claude Bernard's launch in the Philippines

Chart 2 - Claude Bernard Enters the Philippines with Bioceramic Watch Collection in May 2025

AI innovation and mobile integration drive connected watch sales

Chart 3 - Vivo Launches Watch 3 in the Philippines with AI-Powered Health Features

Sustainability and local pride shape consumer preferences in watch purchases

Chart 4 - BERING Opens First Philippines Store, Promotes Sustainable Timepieces

WHAT'S NEXT?

Affluent consumers to drive demand for luxury watches

Connected watches lead growth with innovative features

Sustainability and technology integration to support future growth

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Global players maintain leadership, while local entrants leverage Filipino heritage

CHANNELS

E-commerce makes further gains in retail landscape dominated by physical stores

Watch Store Philippines rebrands with experiential retail strategy

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Personal Accessories in the Philippines - Industry Overview

EXECUTIVE SUMMARY

Growth in HNWIs drives premiumisation in personal accessories in the Philippines

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation reshapes competitive landscape and drives value sales

Chart 7 - Grand Seiko Opens Mono Salon Lucerne in Manila, Targeting Luxury Watch Buyers

Jewellery and traditional and connected watches drive category value sales growth

Brands capitalise on Generation Z appeal for tech innovation

Chart 8 - Huawei and GCash Launch First Smartwatch Payment Feature in the Philippines

WHAT'S NEXT?

Market set to remain polarised, with increasing HNWIs driving premium purchases

Generation Z preferences and emerging brands reshape market dynamics

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Incumbents maintain share through heritage and exclusivity

Emerging brands drive competition in competitive landscape

Chart 10 - Casio Expands Edifice Line with First Automatic Watch, Gaining Traction in the Philippines

Innovative launches and emerging brands create new opportunities

CHANNELS

Consumer focus shifts online, as e-commerce emerges as dynamic retail channel
Spatio redefines modern Filipino retail with immersive experience

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Philippines 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Philippines 2025

Chart 14 - Consumer Landscape in Philippines 2025

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SOURCES

Summary 1 - Research Sources

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