



Traditional and Connected Watches in South Africa

February 2026

Traditional and Connected Watches in South Africa - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gen Z consumers fuel growth in connected watches market

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Gen Z consumers drive sales of wellness-focused connected watches

Connected watches drive growth with innovative features

Market polarisation shapes consumer preferences and sales channels

WHAT'S NEXT?

Aspirational consumers will drive growth for affordable luxury brands

Connected watches set to outpace traditional watches in growth and adoption

Sustainability and authentication expected to shape business strategies and consumer trust

COMPETITIVE LANDSCAPE

Garmin maintains its lead through innovation and reliability

Connected watch brands prioritise wellness technology and design

CHANNELS

Consumers prefer physical stores for experiential purchasing

Enhanced user experience drives steady e-commerce growth

PRODUCTS

Resale market grows as consumers seek affordable luxury timepieces

Chart 2 - Analyst Insight

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[Personal Accessories in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

South Africa's personal accessories market thrives on affordable luxury and sustainability

KEY DATA FINDINGS

Chart 3 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives retailers to expand value-focused offerings

Chart 4 - Woolworths Introduces More Entry-Level Lines

Bags and luggage remains the largest category, with dynamic growth

Gen Z consumer driving demand for sustainability and inclusivity

WHAT'S NEXT?

Retailers adapt to consumer behaviour with value offerings

Resale platforms support demand for second-hand bags through affordability

Chart 5 - Analyst Insight

Connected watches set to be the fastest growing subcategory

COMPETITIVE LANDSCAPE

Leading companies maintain lead amid market polarisation

CHANNELS

Offline retail dominates sales through specialists

Retail e-commerce drives growth with convenience and enhancements

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in South Africa 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in South Africa 2025

Chart 9 - Consumer Landscape in South Africa 2025

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SOURCES

Summary 1 - Research Sources

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