



# Traditional and Connected Watches in Australia

January 2025

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Flat volumes for traditional watches as sales of connected models surge  
Smart wearables facilitate and drive biohacking and other health and wellness trends  
Leading players leverage consumer loyalty, extended store networks and premium sports sponsorship

### PROSPECTS AND OPPORTUNITIES

Mid watches to respond to polarisation and connected competition over forecast period  
Specialists to adopt omnichannel strategies in face of DTC competition online  
Sustainable efforts by major players see shift to carbon neutral manufacturing and supply chain initiatives

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## EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

Influence of Generation Z and millennials shapes consumer behaviour

Innovative new product development, expanding engagement and corporate acquisition ensure dynamic competitive landscape

Retail developments focus on increasing vertical integration of specialists and building seamless omnichannel strategies

What next for personal accessories?

## MARKET DATA

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