



# Traditional and Connected Watches in Switzerland

February 2026

## Traditional and Connected Watches in Switzerland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Luxury demand and technological advances drive market growth

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

AI and tech innovation drives growth in traditional and connected watches

Chart 2 - AI on Your Wrist

Resale and rental boosts CPO luxury watch sales among millennials

Chart 3 - Bucherer CPO - Modern Trend With Tradition

Sustainability and inclusivity amplify brand image

Chart 4 - Breitling's Promise for Transparency and Sustainability

#### WHAT'S NEXT?

Luxury watchmakers to drive growth with sustainable practices

Customisation and personalisation to increase product design

Market polarisation and alternative wearables pose challenges to growth

#### COMPETITIVE LANDSCAPE

Swatch and Rolex maintain lead through diverse portfolios

#### CHANNELS

Jewellery and watch specialists lead distribution

E-commerce gains traction with connected watches

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

#### EXECUTIVE SUMMARY

Tech innovation, sustainability and luxury demand propel growth in personal accessories

### KEY DATA FINDINGS

Chart 5 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Performance and structural drivers of personal accessories

AI and tech innovation boosts sales of connect watches

Chart 6 - AI on Your Wrist

Sustainability drives innovation in product design

Chart 7 - Breitling's Promise for Transparency and Sustainability

#### WHAT'S NEXT?

Affluent consumers set to drive growth of luxury and premium products

Chart 8 - Analyst Insight

Sustainability to further shape industry landscape

Technological integration and the future role of artificial intelligence

#### COMPETITIVE LANDSCAPE

The Swatch Group Ltd and Rolex SA lead landscape despite shifts

Resale and rental trends reshape market dynamics and opportunities

## CHANNELS

Offline retail leads with e-commerce gaining traction

E-commerce gains share with convenience and discounts

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020–2030

Chart 10 - PEST Analysis in Switzerland 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Switzerland 2025

Chart 12 - Consumer Landscape in Switzerland 2025

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## SOURCES

Summary 1 - Research Sources

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