



Euromonitor
International

Traditional and Connected Watches in Ukraine

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban consumers support an uplift in retail value and volume growth
Basic quartz digital watches record strong growth, offering affordability to consumers in 2024
Apple leads with almost a quarter of share, appealing through high-tech innovation

PROSPECTS AND OPPORTUNITIES

The growing reliance on smartphones and smart wearables is expected to pose a challenge to traditional watches
Connected watches and smart wearables set to lead value growth, appealing to younger consumers
Retail e-commerce is expected to gain ground, moving from a browsing platform to a sales platform

CATEGORY DATA

Table 1 - Sales of Traditional and Connected Watches by Category: Volume 2019-2024
Table 2 - Sales of Traditional and Connected Watches by Category: Value 2019-2024
Table 3 - Sales of Traditional and Connected Watches by Category: % Volume Growth 2019-2024
Table 4 - Sales of Traditional and Connected Watches by Category: % Value Growth 2019-2024
Table 5 - Sales of Traditional Watches by Category: Volume 2019-2024
Table 6 - Sales of Traditional Watches by Category: Value 2019-2024
Table 7 - Sales of Traditional Watches by Category: % Volume Growth 2019-2024
Table 8 - Sales of Traditional Watches by Category: % Value Growth 2019-2024
Table 9 - Sales of Traditional Watches by Price Band: Volume 2019-2024
Table 10 - Sales of Traditional Watches by Price Band: Value 2019-2024
Table 11 - Sales of Traditional Watches by Price Band: % Volume Growth 2019-2024
Table 12 - Sales of Traditional Watches by Price Band: % Value Growth 2019-2024
Table 13 - Sales of Connected Watches by Category: Volume 2019-2024
Table 14 - Sales of Connected Watches by Category: Value 2019-2024
Table 15 - Sales of Connected Watches by Category: % Volume Growth 2019-2024
Table 16 - Sales of Connected Watches by Category: % Value Growth 2019-2024
Table 17 - NBO Company Shares of Traditional Watches: % Value 2020-2024
Table 18 - LBN Brand Shares of Traditional Watches: % Value 2021-2024
Table 19 - NBO Company Shares of Connected Watches: % Value 2020-2024
Table 20 - LBN Brand Shares of Connected Watches: % Value 2021-2024
Table 21 - Distribution of Traditional Watches by Format: % Value 2019-2024
Table 22 - Distribution of Connected Watches by Format: % Value 2019-2024
Table 23 - Forecast Sales of Traditional and Connected Watches by Category: Volume 2024-2029
Table 24 - Forecast Sales of Traditional and Connected Watches by Category: Value 2024-2029
Table 25 - Forecast Sales of Traditional and Connected Watches by Category: % Volume Growth 2024-2029
Table 26 - Forecast Sales of Traditional and Connected Watches by Category: % Value Growth 2024-2029
Table 27 - Forecast Sales of Traditional Watches by Category: Volume 2024-2029
Table 28 - Forecast Sales of Traditional Watches by Category: Value 2024-2029
Table 29 - Forecast Sales of Traditional Watches by Category: % Volume Growth 2024-2029
Table 30 - Forecast Sales of Traditional Watches by Category: % Value Growth 2024-2029
Table 31 - Forecast Sales of Connected Watches by Category: Volume 2024-2029
Table 32 - Forecast Sales of Connected Watches by Category: Value 2024-2029
Table 33 - Forecast Sales of Connected Watches by Category: % Volume Growth 2024-2029
Table 34 - Forecast Sales of Connected Watches by Category: % Value Growth 2024-2029

EXECUTIVE SUMMARY

Personal accessories in 2024: The big picture

2024 key trends
Competitive landscape
Retailing developments
What next for personal accessories?

MARKET DATA

Table 35 - Sales of Personal Accessories by Category: Volume 2019-2024
Table 36 - Sales of Personal Accessories by Category: Value 2019-2024
Table 37 - Sales of Personal Accessories by Category: % Volume Growth 2019-2024
Table 38 - Sales of Personal Accessories by Category: % Value Growth 2019-2024
Table 39 - NBO Company Shares of Personal Accessories: % Value 2020-2024
Table 40 - LBN Brand Shares of Personal Accessories: % Value 2021-2024
Table 41 - Distribution of Personal Accessories by Format: % Value 2019-2024
Table 42 - Forecast Sales of Personal Accessories by Category: Volume 2024-2029
Table 43 - Forecast Sales of Personal Accessories by Category: Value 2024-2029
Table 44 - Forecast Sales of Personal Accessories by Category: % Volume Growth 2024-2029
Table 45 - Forecast Sales of Personal Accessories by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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