



Traditional and Connected Watches in France

January 2024

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Traditional and Connected Watches in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

A positive year for traditional and connected watches primarily due to premium and luxury options

Less progression for basic and mid watches, especially in quartz segment

High watches continue to appeal to affluent tourists

PROSPECTS AND OPPORTUNITIES

Further rise in demand for watches until 2024 in France

Department stores and multi-brand outlets to remain relevant, while e-commerce offers recovery potential

Varying results expected for connected watches

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