



Traditional and Connected Watches in Taiwan

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

A resurgence of classic timepieces as consumers appreciate craftsmanship
The demand for connected smartwatches grows in 2023
Quartz devices lose share to more expensive mechanical and connected watches

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A fusion of traditional craftsmanship and smart features emerge
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The use of various materials adds value to quartz devices

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