



# Traditional and Connected Watches in Mexico

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Aligned with trends such as accessible luxury, players forge strategic alliances that captivate Mexicans, even in the face of inflation

Hand in hand with special and limited editions, Mexican traditions set the tone in traditional and connected watches

Hand in hand with exclusivity, Mexicans follow various players' loyalty programmes in traditional watches

### PROSPECTS AND OPPORTUNITIES

Positive performance anticipated, amidst consumer confidence, nearshoring, and significant events in the country

As a relevant player in high mechanical watches, Hublot will continue driving sales, thanks to sustainable practices

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