



# Traditional and Connected Watches in Spain

January 2024

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## Traditional and Connected Watches in Spain - Category analysis

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#### 2023 DEVELOPMENTS

Economic factors shaping sales of traditional watches

Health and wellness trend driving demand for connected watches

Polarisation of demand witnessed in the category in 2023 with Swatch among the winners

#### PROSPECTS AND OPPORTUNITIES

Economic pressures cast a cloud over demand for traditional watches but recovery of inbound tourism presents a silver lining

Sustainability likely to have a growing influence on the category

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