



Traditional and Connected Watches in Sweden

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Luxury watches fare better than their lower-priced counterparts, due to their status as statement pieces

Smart wearables continue to pose a challenge to traditional watches

Retailers continue to invest in e-commerce solutions

PROSPECTS AND OPPORTUNITIES

Luxury watches will lead growth, with focus on omnichannel strategies

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Swedish watch brands will seek to capitalise upon their local heritage

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