



**Euromonitor
International**

Traditional and Connected Watches in Canada

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Traditional and connected watches is becoming increasingly polarised

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury brands continue to drive demand for traditional watches

Chart2 Luxury - Timepiece Brand Roger Dubuis Introduces Excalibur Grande Complication

Connected watches drive growth with innovative features

Chart 2 - Apple Watch Ultra 3 Launches in Canada in September 2025

Growing second-hand market affects primary sales of mid-priced traditional watches

WHAT'S NEXT?

High mechanical watches to drive growth as HNWIs expand in number

Chart 3 - Analyst Insight

Resale is expected to continue gaining momentum

Omnichannel strategies set to becoming crucial in mass market

COMPETITIVE LANDSCAPE

Samsung takes the lead as demand for connected watches rises

CHANNELS

Retail offline remains dominant despite e-commerce growth

COUNTRY REPORTS DISCLAIMER

[Personal Accessories in Canada - Industry Overview](#)

EXECUTIVE SUMMARY

Growth drivers, consumer trends, and strategic outlook

KEY DATA FINDINGS

Chart 4 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation continues to widen despite stable economy

Chart 5 - Luxury Timepieces Brand Roger Dubuis Expands in Canada

Sustainability drives demand for eco-friendly products

Chart3 Ecksand - Strengthens Ethical Luxury Footprint with the Opening of a New Yorkville Boutique

The growing resale and rental market is affecting primary sales of luxury goods

Chart 6 - Canadian Resale Platform Luxe Du Jour is Looking to Expand its Presence

WHAT'S NEXT?

Luxury brands to drive growth as high-income consumers rise

Sustainability set to enter the mainstream due to consumers' expectations

Chart 7 - Analyst Insight

Omnichannel retailing to become increasingly important

COMPETITIVE LANDSCAPE

Global luxury brands retain the lead despite challenging operating environment

CHANNELS

Offline retail continues to lead despite declining share

Retail e-commerce drives sales with convenience and financing options

ECONOMIC CONTEXT

Chart 8 - Real GDP Growth and Inflation 2020-2030

Chart 9 - PEST Analysis in Canada 2025

CONSUMER CONTEXT

Chart 10 - Key Insights on Consumers in Canada 2025

Chart 11 - Consumer Landscape in Canada 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/traditional-and-connected-watches-in-canada/report.