



Euromonitor
International

Traditional and Connected Watches in Taiwan

January 2026

Table of Contents

Traditional and Connected Watches in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury resilience and the drive towards experiential retail

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Luxury watch sales remain resilient despite economic headwinds

Chart 2 - Mid-Range Fashion Brands Suffer Drop Due To Unfavourable Pricing Strategy

Tourism trends reshape spending priorities

Premium resilience amid selective demand

Chart 3 - Chanel Opens its First APAC Flagship Store in Taipei

WHAT'S NEXT?

Innovation and health trends sustain connected watch growth

Chart 4 - Garmin Venu X1 – Redefining Connected Watch Design

The future of high mechanical watches: Value retention and the shift to direct retail

COMPETITIVE LANDSCAPE

Premium mechanical brands consolidate leadership

Health-driven demand boosts connected watches

CHANNELS

Offline retail retains dominance but faces gradual erosion

E-commerce growth concentrated in mid-priced and connected watches

Chart 5 - Analyst Insight

COUNTRY REPORTS DISCLAIMER

Personal Accessories in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Market polarisation and value-led consumption drive modest retail growth

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Value-led growth amid cautious spending

Premiumisation strategies anchor high-end demand

Chart 7 - Van Cleef & Arpels Holds "Beauty Speaks for Itself" Exhibition in Chiayi

Travel deficit dampens domestic demand

WHAT'S NEXT?

Polarisation and wealth creation to shape future performance

Sustainability set to strengthen competitive positioning

Chart 8 - Samsonite Launches Innovative Reusable Luggage with its First DPP

Cultural and digital influence to reshape luxury retail

Chart 9 - Garmin Venu X1 – Redefining Connected Watch Design

COMPETITIVE LANDSCAPE

Global players consolidate leadership through experiential retail

Chart 10 - Chanel Opens its First APAC Flagship Store in Taipei

Local innovators gain traction via digital-first strategies

CHANNELS

Offline retail dominates as experiential formats evolve

Chart 11 - Analyst Insight

E-commerce accelerates through influencer-driven strategies

Chart 12 - 7-Eleven's First Loft Select Multi-Brand Store in Taiwan

ECONOMIC CONTEXT

Chart 13 - Real GDP Growth and Inflation 2020-2030

Chart 14 - PEST Analysis in Taiwan 2025

CONSUMER CONTEXT

Chart 15 - Key Insights on Consumers in Taiwan 2025

Chart 16 - Consumer Landscape in Taiwan 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-taiwan/report.