



Traditional and Connected Watches in Spain

January 2026

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Traditional and Connected Watches in Spain - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising number of HNWIs contributes to continued growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Some people prioritise experiences over purchases of luxury goods, but opportunities remain

Sales in the largest category driven by established consumer preferences

Heritage designs with discreet technology gain popularity

Chart 2 - Fashion Supports Launches

WHAT'S NEXT?

Technology to drive growth through hybrid watch designs

Connected watches set to outpace traditional watches in terms of growth

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Social media and sustainability to influence trends

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Swatch Group extends its lead amidst market polarisation

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No significant mergers or acquisitions, or new entrants in 2025

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E-commerce gains ground as consumers seek value for money, but offline retail dominates

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Tech innovations drive health and sports-related innovations

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Personal Accessories in Spain - Industry Overview

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Economic factors drive trading down, although affordable luxury also popular

KEY DATA FINDINGS

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An increasing number of consumers trade down to fast fashion and affordable luxury

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Writing instruments performs well in volume terms due to social media and mental health

Influencers drive sales and shape product trends

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WHAT'S NEXT?

E-commerce, social media, and greater consumer confidence expected to drive sales

Writing instruments set to remain the largest personal accessories category in volume terms

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COMPETITIVE LANDSCAPE

Established brands maintain their lead due to solid reputation and consumer loyalty

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Offline retail continues to dominate personal accessories

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