



Euromonitor
International

Traditional and Connected Watches in Hong Kong, China

March 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Market evolution drives luxury brands to blend heritage, pre-owned and innovation

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Resale and rental trends reshape market dynamics

Chart 2 - Richard Mille Brings Value of Time to Hong Kong in 2025

Luxury watches retailers face challenges from changing tourist behaviour

Chart 3 - Prince Jewellery & Watch Steps Away from Russell Street in 2025

Wellnessdriven adoption strengthens connected watch demand

Chart 4 - Local Brand Momax Launches Connected Watch and Ring in 2025

WHAT'S NEXT?

Healthled adoption fuels longterm growth in connected watches

Connected watches to gain share, traditional watches will remain the largest category

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Leading luxury brands continue to lead through diversification

Local microbrands challenge established players

CHANNELS

Retail e-commerce gains share as microbrands thrive

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[Personal Accessories in Hong Kong, China - Industry Overview](#)

EXECUTIVE SUMMARY

Polarised demand and evolving behaviour reshape personal accessories

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives bifurcated demand and brand strategies

Chow Tai Fook successfully navigates market polarisation

Chart 7 - Chow Tai Fook Collaborates with Popular IP Chiikawa in 2025

Transformative influence of Gen Z and evolving tourism

WHAT'S NEXT?

Omnichannel strategies drive customer connection and loyalty

Chart 8 - STAND OIL Pop-Up in Key Traffic Area Tsim Sha Tsui

Microbrands and niche players capitalise on demand for self-expression

Chart 9 - Analyst Insight

COMPETITIVE LANDSCAPE

Competition intensifies across three emerging arenas

Patek Philippe's new experiential flagship store

Chart 10 - Patek Philippe Opens New Experiential Flagship Store on Central Queen's Road

CHANNELS

Offline retail remains central to personal accessories sales

Online retail playing an increasingly complementary role

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Hong Kong, China 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Hong Kong, China 2025

Chart 14 - Consumer Landscape in Hong Kong, China 2025

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Summary 1 - Research Sources

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