



Euromonitor
International

Traditional and Connected Watches in India

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Omnichannel retailing strategies could be key to growth

COMPETITIVE LANDSCAPE

Titan solidifies its lead as Apple and Samsung gain traction

No significant mergers, acquisitions, or new product launches

CHANNELS

Offline retail leads sales of traditional watches, while e-commerce drives growth in connected watches

Leisure and personal goods specialists drive offline sales, e-commerce gains traction

No new retail concepts or collaborations expected to emerge in 2026

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