



Euromonitor
International

Traditional and Connected Watches in Australia

January 2026

Table of Contents

Traditional and Connected Watches in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury mechanical brands and connected smartwatch brands drive growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Rolex capitalises on market polarisation, while the market slows down

Chart 2 - Rolex Price Hikes and Continued Scarcity Underscore Luxury Polarisation in 2025

Connected watches dominate the market, driven by tech innovation

Chart 3 - Seiko's Astron GPS Solar Dual-Time Chronograph Launches in Australia

WHAT'S NEXT?

Market polarisation expected to drive diversification of pricing strategies

Consumer focus on health- and eco-consciousness set to shape product design

Chart 4 - Analyst Insight

COMPETITIVE LANDSCAPE

Rolex capitalises on exclusivity, while connected watch brands offer hybrid models

The Hour Glass moves to consolidate Australian luxury watch segment

CHANNELS

E-commerce drives sales growth with convenience and variety

The Australian market evolves due to innovation by several emerging brands

PRODUCTS

Spacetalk highlights AI-enhanced product functionality in connected watches

Chart 5 - Spacetalk Introduces Watch Walk AI

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

Polarisation set to continue while innovation is key

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Economic pressures and consumer preferences deepen market polarisation

AI-enhanced personal accessories reshape the Australian market

Chart 7 - Samsung Launches Galaxy Ring with AI-Powered Health Tracking in Australia

Increased tourism in Australia boosts travel gear sales across consumer segments

WHAT'S NEXT?

Polarisation set to deepen, widening the gap between affordable and luxury brands

Sustainability and AI enhancements expected to drive business innovation

Chart 8 - Analyst Insight

COMPETITIVE LANDSCAPE

While top brands maintain their lead, Erebus Watches gains traction

Chart 9 - Erebus Watches Introduces Origin Diver-Style Watch

Jewelers Mutual Group gains competitive edge by acquiring Jewellers Loop

CHANNELS

Retail e-commerce continues to gain popularity

Luxury brands expand their networks, while The Volte launches rental platform

Chart 10 - The Volte Launches Designer Fashion Rental Service Across Australia

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Australia 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Australia 2025

Chart 14 - Consumer Landscape in Australia 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-australia/report.