



Traditional and Connected Watches in Switzerland

February 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury demand and technological advances drive market growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

AI and tech innovation drives growth in traditional and connected watches

Chart 2 - AI on Your Wrist

Resale and rental boosts CPO luxury watch sales among millennials

Chart 3 - Bucherer CPO - Modern Trend With Tradition

Sustainability and inclusivity amplify brand image

Chart 4 - Breitling's Promise for Transparency and Sustainability

WHAT'S NEXT?

Luxury watchmakers to drive growth with sustainable practices

Customisation and personalisation to increase product design

Market polarisation and alternative wearables pose challenges to growth

COMPETITIVE LANDSCAPE

Swatch and Rolex maintain lead through diverse portfolios

CHANNELS

Jewellery and watch specialists lead distribution

E-commerce gains traction with connected watches

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

EXECUTIVE SUMMARY

Tech innovation, sustainability and luxury demand propel growth in personal accessories

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Performance and structural drivers of personal accessories

AI and tech innovation boosts sales of connect watches

Chart 6 - AI on Your Wrist

Sustainability drives innovation in product design

Chart 7 - Breitling's Promise for Transparency and Sustainability

WHAT'S NEXT?

Affluent consumers set to drive growth of luxury and premium products

Chart 8 - Analyst Insight

Sustainability to further shape industry landscape

Technological integration and the future role of artificial intelligence

COMPETITIVE LANDSCAPE

The Swatch Group Ltd and Rolex SA lead landscape despite shifts

Resale and rental trends reshape market dynamics and opportunities

CHANNELS

Offline retail leads with e-commerce gaining traction

E-commerce gains share with convenience and discounts

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020–2030

Chart 10 - PEST Analysis in Switzerland 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Switzerland 2025

Chart 12 - Consumer Landscape in Switzerland 2025

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SOURCES

Summary 1 - Research Sources

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