



Traditional and Connected Watches in Ukraine

January 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Urban consumers support an uplift in retail value and volume growth
Basic quartz digital watches record strong growth, offering affordability to consumers in 2024
Apple leads with almost a quarter of share, appealing through high-tech innovation

PROSPECTS AND OPPORTUNITIES

The growing reliance on smartphones and smart wearables is expected to pose a challenge to traditional watches
Connected watches and smart wearables set to lead value growth, appealing to younger consumers
Retail e-commerce is expected to gain ground, moving from a browsing platform to a sales platform

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