



# Swiss Watch Market 2018 Global Growth, Opportunities And Industry Analysis Forecast To 2020

*Swiss Watch -Market Demand, Growth, Opportunities and Analysis Of Top Key Player Forecast To 2020*

PUNE, MAHARASHTRA, INDIA, June 29, 2018 /EINPresswire.com/ -- [Swiss Watch](#) Industry

## Description

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A Swiss watch, is a watch that is manufactured, encased and checked for quality in Switzerland. All Swiss watches have a ‘Swiss made’ label on them, implying that whole or a major portion of the watch is made in Switzerland. Swiss watches have become a concept of grandeur as the utility of a watch as a time keeper reduced and its symbolic and emotional aspects gained traction. Over the years, Swiss luxury watches have emerged as the ultimate stamp for quality, precision and craftsmanship.

Two features of Swiss watches that distinguish them from regular watches are that they are Swiss made and have a Swiss movement. Swiss watches are broadly of two types, Mechanical and Electronic or Quartz. A mechanical Swiss watch has a movement that uses energy from a wound spring to power the watch, instead of a battery. An electronic or quartz watch on the other hand is operated by vibrations of an electrically driven quartz crystal and are thus very accurate and require minimal maintenance aside from battery replacements.

The Swiss watch market can be segmented into the market for mechanical Swiss watches and the market for electronic Swiss watches. In addition to this, significant amount of trade takes place of Swiss movements meant to be assembled in overseas locations. It is thus, a crucial part of the Swiss watch market which has witnessed persistent growth over the years, benefitting primarily from a rise in luxury consumption attributable to the economic boom in China.

Increase in the wealth of high net-worth individuals, growing youth population, rising ageing population, increase in the number of millionaires and increasing tourist arrivals across the globe have driven growth in the Swiss watch market over the years. The market has however, witnessed slowing growth in recent years due to certain challenges like a strong Swiss Franc, weak foreign demand, weak domestic demand, shortage of qualified labor and competition from smart watches.

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The report provides an overview of the entire Swiss watch market through in-depth analysis of its segments along with their market value and forecast. Certain trends, growth drivers as well as issues

being faced by the industry are discussed in detail in the report along with competition in the market. Recent developments in certain main markets like Asia, Europe and the United States have also been analyzed.

## Table of Content

### 1. Market Overview

- 1.1 Introduction
- 1.2 Features
- 1.3 Types
  - 1.3.1 Mechanical
  - 1.3.2 Quartz

### 2. Swiss Watch Market

- 2.1 Swiss Watch Market by Value
- 2.2 Swiss Watch Market Forecast by Value
- 2.3 Swiss Watch Market by Region
- 2.4 Swiss Watch Market by Country
- 2.5 Swiss Watch Market by Price Category
- 2.6 Swiss Watch & Movements Market by Material

### 3. Swiss Watch Market Segments

- 3.1 Swiss Watch Exports by Segments
- 3.2 Wrist Watch
  - 3.2.1 Swiss Wrist Watch Market by Value & Volume
  - 3.2.2 Swiss Wrist Watch Market Forecast by Value & Volume
  - 3.2.3 Swiss Wrist Watch Market by Type
  - 3.2.4 Mechanical Swiss Wrist Watch Market by Value & Volume
  - 3.2.5 Mechanical Swiss Wrist Watch Market Forecast by Value & Volume
  - 3.2.6 Electronic Swiss Wrist Watch Market by Value & Volume
  - 3.2.7 Electronic Swiss Wrist Watch Market Forecast by Value & Volume
- 3.3 Movements
  - 3.3.1 Swiss Movements Market by Value & Volume
  - 3.3.2 Swiss Movements Market Forecast by Value & Volume
  - 3.3.3 Swiss Movements Market by Type
  - 3.3.4 Mechanical Swiss Movements Market by Value & Volume
  - 3.3.5 Mechanical Swiss Movements Market Forecast by Value & Volume
  - 3.3.6 Electronic Swiss Movements Market by Value & Volume
  - 3.3.7 Electronic Swiss Movements Market Forecast by Value & Volume

### 4. Swiss Watch Market by Regions

- 4.1 Asia
- 4.2 Europe
- 4.3 The U.S

## 5. Market Dynamics

### 5.1 Growth Drivers

- 5.1.1 Rise in HNWI Wealth
- 5.1.2 Growing Youth Population
- 5.1.3 Rising Ageing Population
- 5.1.4 Increase in the Number of Millionaires
- 5.1.5 Increasing Tourist Arrivals

### 5.2 Key Trends

- 5.2.1 Weakening Demand in Hong Kong
- 5.2.2 Negative Market Outlook
- 5.2.3 Strong Swiss Franc as a Key Risk Factor
- 5.2.4 Mono Brand Channels Preferred
- 5.2.5 Innovations against Counterfeiting
- 5.2.6 Emergence of Dress Timepieces

### 5.3 Challenges

- 5.3.1 Competition from Smart Watches
- 5.3.2 Emerging Grey Market
- 5.3.3 China's Economic Slowdown
- 5.3.4 Decelerating Global GDP Growth
- 5.3.5 Financial Volatility

## 6. Competitive Landscape

### 6.1 Revenue Comparison

- 6.1.1 Revenue Comparison by Top Companies
- 6.1.2 Revenue Comparison by Top Brands

### 6.2 Market Share Comparison

- 6.2.1 Market Share by Value
- 6.2.2 Market Share by Volume

### 6.3 Volume Share Comparison by Price Category

- 6.3.1 By High Price Category
- 6.3.2 By Low Price Category

### 6.4 Market Cap Comparison

## 7. Company Profiles

### 7.1 LVMH

- 7.1.1 Business Overview
- 7.1.2 Financial Overview
- 7.1.3 Business Strategies

## 7.2 Richemont

- 7.2.1 Business Overview
- 7.2.2 Financial Overview
- 7.2.3 Business Strategies

## 7.3 Swatch

- 7.3.1 Business Overview
- 7.3.2 Financial Overview
- 7.3.3 Business Strategies

## 7.4 Fossil

- 7.4.1 Business Overview
- 7.4.2 Financial Overview
- 7.4.3 Business Strategies

## List of Charts

Swiss Watch Market Exports by Value (2010-2015)  
Swiss Watch Market Exports Forecast by Value (2016-2020)  
Swiss Watch Exports by Region (2015)  
Swiss Watch Exports by Country (2015)  
Swiss Watch Exports by Price Category (2015)  
Swiss Watch & Movements Export Value by Material (2014/2015)  
Swiss Watch Exports by Segment (2015)  
Swiss Wrist Watch Exports by Value & Volume (2010-2015)  
Swiss Wrist Watch Market Forecast by Value & Volume (2016-2020)  
Swiss Wrist Watch Exports by Type (2015)  
Mechanical Swiss Wrist Watch Exports by Value & Volume (2010-2015)  
Mechanical Swiss Wrist Watch Exports Forecast by Value & Volume (2016-2020)  
Electronic Swiss Wrist Watch Exports by Value & Volume (2010-2015)  
Electronic Swiss Wrist Watch Exports Forecast by Value & Volume (2016-2020)  
Swiss Movements Exports by Value & Volume (2010-2015)  
Swiss Movements Market Forecast by Value & Volume (2016-2020)

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