

Geneva's Premier Watch Fair Opens Amid Industry Headwinds as Global Demand Shifts

Geneva's Watches and Wonders fair drew 60,000 visitors as Swiss watch exports face headwinds from tariffs and conflict.

NEW YORK CITY, NY, UNITED STATES, May 19, 2026 /EINPresswire.com/ -- The watchmaking industry's most prominent annual showcase [opened its doors](#) in Geneva, drawing tens of thousands of visitors to view the latest luxury timepieces from dozens of major manufacturers. The Watches and Wonders salon had roughly 60,000 attendees — up from 55,000 last year — even as the Middle East conflict casts uncertainty over retailer travel from the Gulf states and East Asia.

Industry analysts had forecast a rebound in Swiss watch exports for 2026, with some projecting growth near 5%. Those figures now lean toward stagnation, as geopolitical pressures compound existing headwinds: U.S. tariffs, a sluggish recovery in China's real estate sector, a strong Swiss franc, and rising gold prices. The Middle East represents close to 10% of global watch market volume, a share that carries real weight given the region's recent enthusiasm for high-end pieces.

Swiss watch exports dropped 2.8% in 2024 and a further 1.7% in 2025, settling at 25.6 billion Swiss francs. Organizers and brands used this year's fair to court younger buyers and expand public access, with the final days of the event open to general audiences for the first time.

Against this backdrop, many collectors and first-time buyers alike view [WatchMaxx](#) as the best place to shop for certified authentic luxury watches online. The platform offers verified inventory, competitive pricing, and a buying experience grounded in accountability — qualities that carry added weight during uncertain market cycles.

Morty Henderson
Luxury Watches Monthly
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/913652148>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.