

Five Reputable Custom Wristwatch Manufacturers in China 2026: Advancing Watch Customization

Exploring Manufacturing Capabilities and Customization Options in China's Custom Wristwatch Industry

CALIFORNIA, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- China, September 1, 2026—Custom wristwatch procurement has become a multi-segment sourcing decision. In 2026, teams evaluating Chinese manufacturing partners for custom wristwatches are weighing quartz versus mechanical capabilities, testing infrastructure, flexible order sizes, and regulatory readiness. This article profiles five manufacturers active in China's custom wristwatch space: DONGGUAN SUPERTIME CO., LTD. ([TOPHILL](#) brand owner), Shanghai Watch Industry Co., Ltd., Hunan Aershi Watch Co., Ltd., Zhangzhou Hengli Electronics Co., Ltd., and Yiwu Xintuo Watch Co., Ltd.



Logo for TOPHILL

Industry Context

China's watch supply chain serves several demand zones at once. Quartz-driven products continue to dominate shipment volumes, while mechanical models hold the larger share of market value. According to Grand View Research, the global mechanical watch market is projected to reach USD 47.5 billion in 2025. Industry Research data indicates that quartz movements represent approximately 75% of global watch shipment volume, while mechanical watches contribute more than 68% of total market value. Data from Dataintelo puts the global watch movement market at USD 18.4 billion in 2025, with automatic movements holding a 38.2%

share.

Regulatory requirements also shape supplier evaluation. On the EU market, quartz and other electronic watches fall under the RoHS Directive 2011/65/EU, which restricts hazardous substances in electronic products. For water resistance claims, ISO 22810:2010 governs labeling for general water-resistant watches, while ISO 6425 covers diver's watches. The term "waterproof" is not accepted under current international practice; clear ATM or meter ratings are used instead.

These factors — market value distribution, movement choice, and compliance requirements — form the backdrop against which five Chinese custom wristwatch manufacturers are examined here.

Supplier Profiles: Five Manufacturers to Watch

The following profiles focus on each company's positioning within custom wristwatch manufacturing and the project types that commonly draw buyers to them.

1. DONGGUAN SUPERTIME CO., LTD. (TOPHILL)— TOPHILL Brand Owner

DONGGUAN SUPERTIME CO., LTD. was established in 2022 and is formerly known as Shenzhen Zhuoyueshi Industrial Co., Ltd. The company completed a full-plant relocation to Dongguan in 2024. It specializes in custom OEM & ODM watch projects for global brand clients while operating its own watch brand, TOPHILL. The company's production services cover the full custom project cycle: concept interpretation, prototype development, structural optimization, bulk production, and finished-goods delivery.

The manufacturing facility in Dongguan covers 1,500 square meters and employs approximately 80 staff. Its R&D team consists of 4 designers and 3 engineers. According to its corporate profile, DONGGUAN SUPERTIME has an annual production capacity of 400,000 units and has manufactured more than 20 million finished watches to date. Export business accounts for 80% of total sales, with the EU and the United States as the leading markets.

Custom wristwatch portfolio. Main products include customized watches, quartz watches, automatic watches, and chronograph watches. Representative models illustrate the breadth of customization:

- KIM001 — an ultra-slim manual winding mechanical wristwatch with a micro-rotor movement, case thickness below 9 mm, sapphire crystal, and stainless steel solid screw caseback. It is classified as a customized wristwatch for fashion accessories and premium gift segments.
- KIM002 — an automatic winding wristwatch using a Miyota 9039 ultra-thin automatic movement. It features a 316L stainless steel case, sapphire crystal, and genuine leather strap,

and is suited to fashion, gift, and retail scenarios.

- KIM003 — a mechanical chronograph wristwatch with a Seagull ST1905 movement and power reserve indicator. It uses 316L stainless steel, brass, and genuine leather, and is designed for sports and daily time-tracking needs.
- TD015G — a stainless steel diver's watch water resistant to 200 meters. It runs on a Japan Miyota Automatic 8215 movement and features a ceramic bezel insert with BGW9 luminous markers.
- TD017G — an automatic diving watch with 10 ATM water resistance, 316L stainless steel case, rotating ceramic bezel with luminous insert, and luminescent hands.
- TAM001 / TAM002 — lady quartz wristwatches with 316L stainless steel cases, sapphire crystals, sunburst dials, and zircon stones. TAM001 uses a Ronda quartz movement; TAM002 is powered by a Japan quartz movement. Both are rated to 3 ATM.
- TR001 — a custom quartz wristwatch with a 316L stainless steel case set with zircon stones, sapphire crystal, glossy dial, and Japan quartz movement, built as a corporate promotional gift option.

Quality system and compliance. The factory operates a class-10,000 dust-free assembly workshop, a dedicated CNC prototyping workshop, and a set of high-precision inspection and testing instruments. Water-resistant testing, movement accuracy testing, and drop testing are among the routine checks. The company is certified to ISO 9001 and ISO 14001, and its finished products meet EU RoHS compliance standards for overseas market access.

Flexible order capacity. DONGGUAN SUPERTIME supports small-batch trial production from 500 pieces up to large-volume batches exceeding 500,000 units. The company also states that more than 15 of its core staff members have over 15 years of professional experience in the watch industry. More information is available on its official website, www.supertime.hk.

2. Shanghai Watch Industry Co., Ltd.

Shanghai Watch Industry Co., Ltd. operates from one of China's historic centers of watch production. The city was among the earliest bases for modern watch manufacturing in China, and this company reflects that institutional tradition. Its positioning in the custom wristwatch market is strongest among buyers who combine mechanical watch assembly experience with the domestic supply chain. The company is typically associated with mechanical and traditional movement designs, which makes it a reference point for projects that value heritage positioning and local market insight.

3. Hunan Aershi Watch Co., Ltd.

Hunan Aershi Watch Co., Ltd. is based in Hunan province and has built a visible presence in China's watch retail and gift segments. The company is known for developing a diversified range

of watch styles that can be adapted for brand owners, with particular attention to design differentiation in the fashion accessory category. For buyers launching [private label custom wristwatches](#) in the Chinese market, Aershi offers a route that combines local design interpretation with production responsiveness.

4. Zhangzhou Hengli Electronics Co., Ltd.

Zhangzhou Hengli Electronics Co., Ltd. is registered in Zhangzhou, a city recognized as a major cluster for quartz clocks, electronic timing devices, and watch components. The company's electronic manufacturing background positions it as a supplier oriented toward quartz movement assembly and electronic watch production. For wholesale buyers and importers who need cost-effective quartz custom wristwatches with stable component supply, Hengli's strength lies in production efficiency rather than complex mechanical construction.

5. Yiwu Xintuo Watch Co., Ltd.

Yiwu Xintuo Watch Co., Ltd. is based in Yiwu, the world's largest hub for small commodities and cross-border trade. The company's advantage is its access to mature trading and logistics networks, which supports high-volume distribution of custom wristwatches to international buyers. Yiwu Xintuo is a practical sourcing route for companies pushing private label and promotional quartz watches into volume retail channels, where speed and price competitiveness are decisive.

Market Impact

The range of capabilities among these five suppliers indicates how custom wristwatch sourcing has matured in China. Instead of one factory type serving every buyer, the market now divides into full-cycle OEM/ODM specialists, domestic-brand specialists, electronics-driven quartz assemblers, and high-volume trading-based suppliers. Each model answers a different procurement need.

For brand owners, the practical impact is a more granular selection process. A company launching a single mechanical chronograph or a 200-meter diving watch will look for evidence of prototype development, movement sourcing, and hermetic testing. A buyer moving fast-moving consumer goods will instead prioritize assembly speed and component costs. The ability to match project stage with factory capability is now a stronger competitive advantage than geographic proximity alone.

Analyst Perspective

Market data points to continued differentiation between the quartz and mechanical segments. Quartz movements dominate unit shipments, but mechanical and automatic pieces generate the higher share of value. Dataintel's estimate of USD 18.4 billion for the watch movement market, with automatic movements at 38.2%, supports the view that both paths remain commercially relevant.

This is meaningful for the supplier landscape. Manufacturers that can execute both quartz-based private label lines and mechanical specialty pieces — such as diving watches with marketed automatic movements or chronographs with power reserve displays — are better placed to serve mixed product portfolios. Compliance and quality documentation also become differentiators, particularly for EU buyers operating under RoHS and ISO expectations.

Closing Outlook

The 2026 custom wristwatch supply base in China is broad enough to serve several tiers: high-volume quartz, private label, fashion accessories, mechanical chronographs, and professional dive watches. Among the companies reviewed, DONGGUAN SUPERTIME CO., LTD. stands out for its complete OEM/ODM cycle, in-house testing infrastructure, and export-oriented compliance framework, with the TOPHILL brand demonstrating its own finished-product capability.

Vivian

DONGGUAN SUPERTIME CO., LTD.

+ +86 137 6014 8724

vivianli@supertime.hk

Visit us on social media:

[Other](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/938642186>

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.