



# Traditional and Connected Watches in Canada

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Connected watches sees ongoing technological innovation  
Key players gain share in 2023, thanks to demand for smart wearables  
Despite spending cutbacks, high-end brands continue to launch new limited models

### PROSPECTS AND OPPORTUNITIES

Traditional watches will face continued threat from digitalisation in the years ahead  
Smart wearables will retain their popularity as connectivity and integration continue apace  
Personalisation trend will drive innovation and design in watches over the forecast period

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