



# Traditional and Connected Watches in Thailand

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Market for second-hand watches takes off as number of watch collectors grows in Thailand  
Supply shortage of luxury watches and weak baht lead to spikes in watch prices and a lack of price stability  
Brands invest in physical stores as a touchpoint for customer engagement

### PROSPECTS AND OPPORTUNITIES

Limited collections and collaborations to drive further category innovation  
Exhibitions and watch fairs will further attract watch lovers  
Expansion of the customer base will support growth

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/traditional-and-connected-watches-in-thailand/report](http://www.euromonitor.com/traditional-and-connected-watches-in-thailand/report).