

# Traditional and Connected Watches in India

March 2024

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## Traditional and Connected Watches in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Connected watches outperforms traditional watches in 2023

Titan continues to lead traditional watches in India, followed by Casio and Swatch Group

High watches drives value growth in traditional watches in 2023

#### PROSPECTS AND OPPORTUNITIES

Traditional and connected watches will continue to perform well in the forecast period

Jewellery and watch specialists will continue to be the dominant sales channel for traditional watches

Product innovation will continue to drive sales in the forecast period

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