

# Watches & Clocks: Market Research Report



Phone: +44 20 8123 2220  
Fax: +44 207 900 3970  
office@marketpublishers.com  
<http://marketpublishers.com>

## Watches & Clocks: Market Research Report

Date:	October 1, 2010
Pages:	488
Price:	US\$ 4,950.00
ID:	WC13342B334EN

This report analyzes the worldwide markets for Watches & Clocks in US\$ Million by the following segments: Watches (Mass (Under \$50), Middle (\$50-\$299), Upper (\$300 - \$999), & Luxury (\$1000 and above), and Clocks.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East, and Latin America.

Annual estimates and forecasts are provided for the period 2007 through 2015.

A seven-year historic analysis is also provided for these markets.

The report profiles 255 companies including many key and niche players such as Bulgari, Casio Computer Co., Ltd., Chopard, Citizen Holdings Co., Ltd., Bulova, Compagnie Financiere Richemont International, Cartier SA, Fossil, Inc., Gucci Group, Hermes International, Hindustan Machine Tools, Junghans Uhren GmbH, LVMH Moet Hennessy Louis Vuitton SA, Tag Heuer International SA, Movado Group Inc., Patek Philippe SA, Rhythm Watch Co., Ltd., Rolex SA, Seiko Holdings Corporation, Seiko Corporation of America, The Swatch Group Ltd., Timex Corporation, Timex Group India Ltd., and Titan Industries Ltd.

Market data and analytics are derived from primary and secondary research.

Company profiles are mostly extracted from URL research and reported select online sources.

### Table of Content

#### 1. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

- Study Reliability and Reporting Limitations
- Disclaimers
- Data Interpretation & Reporting Level
- Quantitative Techniques & Analytics
- Product Definitions and Scope of Study
- Watch
  - Classification by Price
  - Mass Market Watches
  - Middle-Priced Watches
  - Upper Priced Watches
  - Luxury Watches
- Classification by Function
- Clock

#### 2. INDUSTRY OVERVIEW

- Outlook
- Industry Highlights

Production Scenario  
Production by Watch Type

**Table 1.** Global Watch Production (2008): Percentage Breakdown by Watch Type – Analog Quartz, Digital Quartz, and Mechanical (includes corresponding Graph/Chart)

Clock Production

**Table 2.** Global Clock Market (2006-2008): Production in Million Units (includes corresponding Graph/Chart)

Major Market Trends

Luxury Watches Regain Demand  
BRIC Countries Seek More of Luxury Watches  
Watches with Fashion Statement in Demand  
Focus on Innovation Brings Out Novel Products  
Luxury Watches – Market Expanding at an Impressive Rate  
Vintage Watch Market - Still Going Strong  
Sport Watches Grow in Popularity  
Digital Watches Continue to Maintain Share  
Switzerland: Leader in Watch Production  
Asia - A Buoyant Market for Swiss Watches  
Price: A Key Attribute  
The Demand and the Competition  
Manufacturers Search for Crystal Alternatives  
Counterfeit Products Negatively Influence the Market  
Electronic Gadgets Pose A Serious Threat to Wrist Watches  
Industry Background and Development  
Electronic Watches Mark End of Dominance of Old-Line Watchmakers  
Development of the Quartz Crystal Clock - A Significant Step  
Seiko Markets the First Quartz Wall Clock  
The Industry in the early 1990s  
The Industry in Late 1990s  
The Industry in the Recent Past  
Role of Digital Technology  
Watches with Automotive Brands  
Changes in Technology  
Timex's Indiglo Brand of Watches  
Watch with Palmtop Computer/Data Processor  
Distance Recording Watch from SunTime  
Piquot Meridien's Volantis Line of Watches  
Competitive Scenario

**Table 3.** Global Watches & Clocks Market (2009): Annual Sales of Select Players in US\$ Million for Swatch Group, Richemont, Citizen Holdings, Fossil, LVMH Group, Casio, Seiko, Movado Group, Bulgari, and Gucci (includes corresponding Graph/Chart)

**Table 4.** Leading Players in the Global Watch Market (2007): Percentage Breakdown of Value Sales for Swatch Group, Richemont, Rolex, LVMH, Citizen, Fossil, Seiko, Patek Philippe S.A., Casio, Chopard, and Others (includes corresponding Graph/Chart)

Luxury Watch Market

**Table 5.** Leading Players in the Global Luxury Watch Market (2007): Percentage Breakdown of Value Sales for Rolex S.A., Swatch Group, LVMH, and Others (includes corresponding Graph/Chart)

Historic Data

**Table 6.** Number of Movements Manufactured and Purchased by Swatch Group, Girard-Perregaux, Patek Philippe, Parmigiani, Rolex, F.P. Journe, Audemars Piguet, Roger Dubuis, LVMH, Ulysse Nardin, Richemont, Chopard, Corum, Frank Muller, Chronoswiss, Bulgari, Hublot, Hermès, Movado/Concord, Maurice Lacroix and British Masters: 2003 (in 1000 units)

Main Activities of Aiguilla, Comadur, Claret, Dubois & Dépsraz, ETA, Estima, Fiedler, Favre & Perret, Frédéric Piguet, Girard-Perregaux, Jaquet SA, Jaeger-LeCoultre, Lascor, La Pierette, Mimotec, Meco, Nivarox, Nouvelle Lemania, Piaget, Parmigiani, Progress Watch, Patek Philippe, Rolex, Rubattel & Weyermann, Roger Dubuis, Renaud&Papi, Ronda, Ruedin, Swatch Group Watch Assembly, Selitta SA, Soprod SA, SFT, Universo, Vaucher Manufactur SA, Valdar, Waeber HMS SA and Zenith

**Table 7.** Revenues of Select Players in the Watch Industry - Alfex, Audemars Piguet, Breitling, Bulgari, Casio, Chopard, Chronoswiss, Citizen, Corum, EganaGoldpfeil, Eterna, Festina, Fossil, Franck Muller, Girard-Perregaux, Gucci, Hermès, Hublot, LVMH, Maurice Lacroix, Mondaine, Movado, Patek Philippe, Raymond Weil, Richemont, Rolex, Sector, Seiko, Swatch Group, Tiffany, and Ulysse Nardin for the year 2002 (in Euro Million) (includes corresponding Graph/Chart)

### 3. PRODUCT OVERVIEW

- Clock
- Watches
- Classification by Function
- Classification by Price
- Mass Market Watches
- Middle Priced Watches
- Upper Priced Watches
- Luxury Watches
- Channels of Distribution
- Branding in the Watches Market
- Retail Chains
- Leading Distributors

### 4. PRODUCT INTRODUCTIONS/INNOVATIONS

- Hermes International Unveils Arceau Squelette Sellier
- TAG Heuer Launches Calibre 16 Day-Date Chronograph Watch
- Rolex Introduces Oyster Perpetual Datejust Lady Watches
- Omega Targets Women with a New Constellation of 35mm
- Richard Mille Unveils RM 011 DLC Titanium Orange Watches
- U-Boat Italo Fontana Launches U-42 Watches
- Edox Unveils World Rally Championship Chronorally Watches
- Ventura Introduces V-tec Sigma Watch
- Breguet Presents Tradition 7047 Watch
- Ellicott Launches Lady Tuxedo Midnight Watch
- Yvan Arpa Unveils Volnatomic Radioactive Watch Collection
- Harry Winston Unveils Cluster of Time Watch

Jaeger-LeCoultre and Aston Martin Introduce AMVOX5  
Christian Jacques to Launch Ceramica  
Jaeger-LeCoultre Unveils Master Compressor Navy SEALs Collection  
Tissot Watches Launches Tissot T Touch Expert  
Gresso Introduces the Grand Wind Skeleton Collection  
Jaeger-LeCoultre Introduces Incursion Edition of Navy SEALs  
McGonigle Watches to Introduce Tuscar 'One of Ten' Timepieces  
Luminox Introduces Deep Dive Watches  
Michele Watches Unveils Tropical Paradise Collection Watches  
SEIKO Debuts Electronic Ink Watch  
Rolex Launches Rolex Submariner Date  
TAG Heuer Debuts Pendulum Concept  
Ora Swiss Watch Introduces Ora #1  
Vulcain Introduces New Cricket Anniversary Automatic Calendar Watch  
Breitling Extends Avenger Product Line  
Audemars Piguet Unveils Millenary Chronograph Watch  
Bell & Ross and Peugeot Launch Peugeot SR1 Watch  
Swatch Group Introduces Full Blooded White Swatch  
Cabestan Launches Nostromo Watch  
Bulgari Introduces Diagono 303 Chronograph  
Armaan Debuts in the US  
Seiko to Launch 'Ananta' and 'Premium' Collections  
Rolex Launches Special Edition Collection  
Sonata Unveils Sona Sitara  
Melrose Jewelers Launches New Models of Luxury Watches  
Timex to Expand Business in India  
PA Time Launches New Watches of SSTEEL  
Ambre Watches Introduces Paco Rabanne Watch Collection  
Sonata Launches Super Fibre Range  
Titan Introduces Automatic Mechanical Watches  
Timex Group Acquires Marc Ecko Trademark  
Richard Mille Launches RM 028 Watch  
Richemont Unveils Ralph Lauren's Collection of Luxury Watches  
Timex Group USA Unveils TX 530 World Timer Airport Lounge Watch  
Swatch Unveils Swatch Chrono Automatic Collection  
Breitling to Launch Cosmonaute Limited Edition  
Ethos SUMMIT and Carl F. Butcher Unveil Patravi EviTec DayDate  
Praesto Introduces Praesto Aviator  
CASIO Launches Casio G-Shock GWF-1000 Frogman  
Urwerk Introduces Urwerk UR-CCI  
Tag Heuer Introduces Tag Heuer Monaco LS  
Titan Sonata Unveils New Super Fibre Watch Models  
Casio G-Shock Launches Gravity Defier Series Watches  
Harry Winston Debuts Opus 9  
Tag Heuer Launches New Monaco Series Watch  
Wyler Geneve Unveils New Range of Chronographs  
Tag Heuer Introduces Monaco 1969 Original Re-Edition  
Casio Unveils New BGR3000J Slim Marine  
Timex Unveils TX 800 Series Linear Chronograph Watches  
Timex to Release Expedition WS4  
TokyoFlash Japan Launches R75 Bionic Timing Watch  
Breitling Introduces Breitling Navimeter 125e Anniversaire Chronograph  
Titan Unveils Nebula Calligraphy Collection  
Citizen Watch Introduces EKUSHIDO Collection  
Timex Launches the Torque Collection

Titan Launches Orion Collection  
Titan Unveils WWF Collection  
Titan Introduces Nebula Zeus  
IWC Schaffhausen Unveils Pilot's Watch  
Titan Industries Introduces Braille Watches  
Sonata Unveils Super Fibre Watches  
Titan Launches Xyllys Watches  
IWC Schaffhausen Introduces Top Gun Version Watch

## **5. PRODUCT INNOVATIONS/LAUNCHES IN RECENT PAST – A PERSPECTIVE BUILDER**

Timex® Introduces Ironman\* Collection of iControl™ Watch  
Timex Introduces the Latest SLX Range of Sport Luxury Watches  
Nike Introduces the Latest Triax Vapor 300 Mobile Performance Watch  
TAG Heuer Introduces Grand Carrera Series  
Sony Ericsson in Partnership with Fossil Launches New Bluetooth Watches  
The Worshipful Company Introduces Newgate Wandering Hour Street Clock  
Casio Releases New Baby-G® Watches for Women  
Casio Introduces New Oceanus Manta  
Seiko Launches Wired Delta Watches  
Bulgari Introduces Bulgari Calibers  
Timex Introduces Valentine '07 Collection  
Linde Werdelin Launches Two Wrist Watches  
Seiko Augments Spring Drive Collection with GMT design  
Seiko Introduces Seiko Velatura  
Timex Launches Timex T Series  
Lathem Introduces Wireless GPS Clock Solutions  
Timex Rolls Out Timex TX Brand  
Angular Momentum Unveils Gold & Diamond Watches  
Trimble Launches Mini-T™ GPS Clock  
Titan Introduces 'Titan Aviator' Watch Series  
STMicroelectronics Launches Serial Real-Time Clock Chips  
Lathem Launches PayClock® Express  
Timex Introduces Timex Expedition E-Tide-Temp- Compass Collection  
Timex Watches Introduces 'Heavy Metal Collection'  
Citizen Launches New Version of VIRT Bluetooth Watch  
Casio Adds New G-SHOCK® Watch  
Macally Introduces iPod Alarm Clock - Tune Pro  
Bulgari Launches Assioma D Watch Collection  
Tag Heuer Unveils Premium Watch  
Titan to Launch New Products  
Titan Introduces Designer Watches  
Swatch to Launch Two Watch Brands in India  
HMT to Launch Trendy Watches  
AST Rolls Out RWII Copilot Watch  
Citizen Unveils Vagary Siyuutou Collection  
Glycine Launches Re-Edition of Airman SST 06 Wrist Watch  
Pyramid Presents "Clocks in a Box"  
SEIKO Releases Sportura 1/100th Second Chronograph Watch  
Sony Unveils MBW-100 Bluetooth 2.0 Watch  
TIMEX Rolls Out IMEX 2006 International Collection Watches  
TIMEX Introduces Nautica Watches in India  
TIMEX Releases TIMEXACT Golf Collection 2006 Watches  
Titan Introduces Desire Collection Watches  
TokyoFlash Unveils Binary Wrist Watch

Tissot Releases NASCAR Line of Watches  
Multigig Introduces Innovative Clock Technology  
Oakley Expands Premium Watch Line  
Casio Launches G-Shock Watch  
SEIKO Launches Premier Collection of Watches  
Pyramid Launches 5200 Analog Clock  
Intersil Unveils A New Class of Real Time Clocks  
Titan Introduces Xylys  
A New Ornamental Design  
Ornamental Design for Wristwatch Strap  
A New Winding-Up Device for Wristwatches  
A New Wrist Watch from Japan  
Ornamental Design From France  
Hublot Launches The Bigger Bang  
Oceanus Launches First Metal Atomic-Solar Chronograph Watch for Women  
Casio Unveils the New PAW1200T-7V  
Microsoft Corp. Rolls Out New ABACUS Smart Watch 2006  
SEIKO Offers Women Models Under Sportura Collection  
Bulgari Develops Precious complicated watches

## 6. RECENT INDUSTRY ACTIVITY

Richemont to Acquire Net-a-Porter.com  
Patek Philippe Expands Presence in La Chaux-de-Fonds  
In4mation Partners with Casio G-Shock to Introduce GLX6900X-2  
Mywa Takes Over EganaGoldpfeil Group  
Alliance Time Takes Over Colibri, Linden Clocks and Seth Thomas  
Mark Feldstein & Associates and United Media Enter into Partnership  
Montres Corum Acquires Corum USA  
Iguzzini and Lu 12. 28 Enter Partnership  
Martin-Baker and Bremont Collaborate to Manufacture Aviation Watches  
Gucci Group Sells Bedat  
Samay Group to Enter into Partnership with Japanese Manufacturers  
Citizen Watches to Establish Additional Exclusive Outlets  
Swiss Junction to Set Up 100 Outlets  
Titan Industries to Expand Globally  
FremantleMedia Enterprises Enters into Partnership with Colibri Group  
Citizen Watches to Spend for Expansion  
Jaeger-LeCoultre Implements PTC Product Development Solution  
Timex Opens Seventh Time Factory Store  
TAG Heuer Associates with Fondation de la Haute Horlogerie  
Casio Computer Sets Up Subsidiary to Increase Sales  
Casio Computer Establishes Subsidiary Company  
Bulgari to Launch New Flagship Store  
Audemars Piguet Launches New Pavilion in Ningbo  
Audemars Piguet Launches New Boutique in Taiwan  
Richemont Purchases Stake in Roger Dubuis  
Chow Tai Fook Acquires Milus  
Binda Group Takes Over Advance Watch Group  
Swatch Group Acquires Stake in Rivoli Group  
Swatch Group Divests Michel Präzisionstechnik  
Swatch Group Purchases Watch Components Division of Burri  
Blancpain Acquires Stake in Vica Sarl  
Frédéric Piguet Purchases François Golay  
LVMH Moët Hennessy Louis Vuitton Acquires Hublot Group



Citizen Watch Takes Over Bulova

## **7. CORPORATE ACTIVITY IN RECENT PAST – A PERSPECTIVE BUILDER**

Richemont Acquires Donzé-Baume  
Richemont Takes over Manufacturing Operations of Roger Dubuis  
DIC Takes Over Rivoli Group  
NXP Takes Over Little Switzerland  
Richemont and Polo Ralph Set Up New Joint Venture for Luxury Watches  
Hanowa Inks Agreement with Network Ltd  
Timex Group Inks Licensing Agreement with Valentino  
Seiko Inaugurates Seiko Watch India Private Limited  
Timex to Target Luxury Lifestyle Segment in India  
Timex Opens 'Time Factory' Store in South India  
Longines to Open New Retail Outlets in India  
Gitanjali Forms JV with Morellato  
Gitanjali to Form JV with AMRO Finance  
Timex Watches Changes its Name  
Titan Inks Contract with MGI Luxury Asia-Pacific  
Kamla Dials to Expand Retail Network  
Rajesh Exports Forms JV with Fossil  
IWC Set to Open New Stores in Abu Dhabi  
Swatch Enters into Agreement with Tiffany  
Wee Poh Acquires Stake in Two Watch Companies  
EISG Co Acquires Stake in Sadamatsu  
Spectra Linear Acquires Cypress Semiconductor  
Fossil Enters into Joint Venture with Rajesh Exports  
Greubel Forsey Partners with Richemont  
Citizen Increases Stake in Gaohua Keji  
L.A.M.B Enters into a New Licensing Agreement with Vestal Group  
Steven Madden Enters into an Agreement  
Swatch Group and Tourneau Enter into an Alliance  
Rocawear Signs New Agreement with Vestal Group  
HMT Watches, Godrej & Boyce Sign Supply Agreement  
Movado and LACOSTE Signs Pact  
Artisit House Holdings Acquires Stake in Three Companies

## **8. FOCUS ON SELECT PLAYERS**

Bulgari (Italy)  
Casio Computer Co., Ltd. (Japan)  
Chopard (Switzerland)  
Citizen Holdings Co., Ltd. (Japan)  
Bulova (US)  
Compagnie Financière Richemont International (Switzerland)  
Cartier SA (France)  
Fossil, Inc. (US)  
Gucci Group (US)  
Hermes International (France)  
Hindustan Machine Tools (India)  
Junghans Uhren GmbH (Germany)  
LVMH Moët Hennessy Louis Vuitton SA (France)  
Tag Heuer International SA (Switzerland)  
Movado Group, Inc. (US)  
Patek Philippe SA (Switzerland)



Rhythm Watch Co., Ltd. (Japan)  
Rolex SA (Switzerland)  
Seiko Holdings Corporation (Japan)  
Seiko Corporation of America (US)  
The Swatch Group Ltd. (Switzerland)  
Timex Corporation (US)  
Timex Group India Ltd. (India)  
Titan Industries Ltd. (India)

## 9. GLOBAL MARKET PERSPECTIVE

**Table 8.** World Recent Past, Current & Future Analysis for Watches by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 9.** World Historic Review for Watches by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 10.** World 11-Year Perspective for Watches by Geographic Region – Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin America Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 11.** World Recent Past, Current & Future Analysis for Clocks by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 12.** World Historic Review for Clocks by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 13.** World 11-Year Perspective for Clocks by Geographic Region – Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin America Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 14.** World Recent Past, Current & Future Analysis for Mass-Priced Watches (Priced under \$50) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 15.** World Historic Review for Mass-Priced Watches (Priced under \$50) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 16.** World 11-Year Perspective for Mass-Priced Watches (Priced under \$50) by Geographic Region – Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin America Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 17.** World Recent Past, Current & Future Analysis for Middle-Priced Watches (Priced between \$50-\$299) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007

through 2015 (includes corresponding Graph/Chart)

**Table 18.** World Historic Review for Middle-Priced Watches (Priced between \$50-\$299) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 19.** World 11-Year Perspective for Middle-Priced Watches (Priced between \$50-\$299) by Geographic Region – Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin America Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 20.** World Recent Past, Current & Future Analysis for Upper-Priced Watches (Priced between \$300 - \$999) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 21.** World Historic Review for Upper-Priced Watches (Priced between \$300 - \$999) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 22.** World 11-Year Perspective for Upper-Priced Watches (Priced between \$300 - \$999) by Geographic Region – Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin America Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 23.** World Recent Past, Current & Future Analysis for Luxury Watches (Priced \$1000 and above) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 24.** World Historic Review for Luxury Watches (Priced \$1000 and above) by Geographic Region – US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin American Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 25.** World 11-Year Perspective for Luxury Watches (Priced \$1000 and above) by Geographic Region – Percentage Breakdown of Dollar Sales for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan) Middle East and Latin America Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

## 10. THE UNITED STATES

### A. Market Analysis

Outlook

Market Scenario

**Table 26.** Leading Players in the North American Market for Watches (2003 & 2005 ): Percentage Share Breakdown of Value Sales by Company for Timex, Seiko, Casio and Others (includes corresponding Graph/Chart)

After-Sales Service and Grey Market - A Big Challenge

Fashion Statement

Liking for Jewelry Watches Cuts Across the Genders

Holiday Seasons Witness Maximum Sales of High-End Watches  
 Women Go For Technically Advanced Watches  
 Women Emerging as a Reckonable Consumer in the Watch Market  
 Untapped Luxury Watch Segment in the US Offers Potential  
 Add-on Gadgets Set the Pace  
 Purchasing Trends of Watches  
 Counterfeit Watches  
 Trend in Clocks Market  
 Trends in Design and Colors  
 Theme Clocks  
 Role of 4 P's in Market Development

**Table 27.** Watches and Jewelry Sales by Distribution Channel in the US (2004): Percentage Breakdown of Value Sales by Independent Jewelers, Chain Jewelers, and Mass Merchants, Department Stores, and Others (includes corresponding Graph/Chart)

**Table 28.** US Market for Household Clocks (2005): Percentage Breakdown of Value Sales by Distribution Channel for Mass Merchants, Specialty Stores, and Others (includes corresponding Graph/Chart)

Import/Export Scenario in the Recent Past

**Table 29.** US Watches & Clocks Market (2004-2006): Value Imports of Watches, Clocks, and Parts by Leading Country/Region (In US\$ Million) (includes corresponding Graph/Chart)

**Table 30.** US Watches & Clocks Market (2004-2006): Value Exports of Watches, Clocks, and Parts by Leading Country/Region (In US\$ Million) (includes corresponding Graph/Chart)

**Table 31.** US Imports of Movements for Wrist Watches in 2003: Imports in Units and Thousand Dollars by Country for China, Japan, Philippines, Hong Kong, Thailand, Switzerland, Malaysia, Mexico, France, and Others (includes corresponding Graph/Chart)

**Table 32.** US Imports of Cases for Wrist Watches in 2003: Imports in Units and Thousand Dollars by Country for China, Japan, Philippines, Hong Kong, Thailand, Switzerland, Malaysia, Mexico, France, and Others (includes corresponding Graph/Chart)

**Table 33.** US Imports of Battery Powered Wrist Watches in 2003: Imports in Units and Thousand Dollars by Country for Japan, China, Hong Kong, Philippines, Thailand, Switzerland, Mexico, France, and Others (includes corresponding Graph/Chart)

**Table 34.** US Imports of Alarm Clocks in 2003: Imports in Units and Thousand Dollars by Country for Japan, Taiwan, Hong Kong, China, and Others

**Table 35.** US Exports of Electrically Operated Wrist Watches in 2003: Exports in Units and Thousand Dollars by Country for Japan, Canada, Italy, Hong Kong, United Arab Emirates, Mexico, Brazil, France, Colombia, Spain, Barbados, Austria, Dominican Republic, Australia, United Kingdom, and Others (includes corresponding Graph/Chart)

**Table 36.** US Exports of Electrically Operated Alarm Clocks in 2003: Exports in Units and Thousand Dollars by Country for Canada, Mexico, United Kingdom, Argentina, Colombia, Dominican Republic, Paraguay, Venezuela, Australia, Hong Kong, Norway, Japan, Spain, Taiwan, and Others (includes corresponding Graph/Chart)

B. Market Analytics

**Table 37.** US Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 38.** US Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 39.** US 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 40.** US Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 41.** US Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2015 (includes corresponding Graph/Chart)

## 11. CANADA

### A. Market Analysis

#### Outlook

#### Import & Export Market – A Historical Perspective

**Table 42.** Canadian Watches & Clocks Market (2004-2006): Value Imports of Watches, Clocks, and Parts by Leading Country/Region (In US\$ Million) (includes corresponding Graph/Chart)

**Table 43.** Canadian Watches & Clocks Market (2004-2006): Value Exports of Watches, Clocks, and Parts by Leading Country/Region (In US\$ Thousand) (includes corresponding Graph/Chart)

**Table 44.** Canadian Market for Watches: Imports by Type of Cases (Watches with Precious Metal Case and Watches with Other Cases) in 2000 (In Million Units)

**Table 45.** Canadian Market for Watches: Imports by Type of Technology (Quartz Analog, Digital, Anadigital, Mech/Automatic, Mech/Manual and Pocket, Others) in 2000 (In Million Units) (includes corresponding Graph/Chart)

### B. Market Analytics

**Table 46.** Canadian Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 47.** Canadian Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 48.** Canadian 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000

and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 49.** Canadian Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 50.** Canadian Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

## 12. JAPAN

### A. Market Analysis

Outlook

Overview

Segmentation

Japanese Makers Eager to Compete with Swiss Players

Competitive Scenario

**Table 51.** Leading Players in the Japanese Watch Market (2007): Percentage Breakdown of Volume Production for Citizen Holdings, Seiko Group, Ricoh Elemex, and Others (includes corresponding Graph/Chart)

**Table 52.** Japanese Market for Watches (2004-2006): Percentage Breakdown of Volume Production of Watches by Product Type (includes corresponding Graph/Chart)

**Table 53.** Japanese Market for Complete Watches & Movements (2005): Percentage Breakdown of Value Production by Technology for Mechanical, Quartz Analog and Quartz Digital Models (includes corresponding Graph/Chart)

**Table 54.** Japanese Market for Clocks (2005): Percentage Breakdown of Volume and Value Production by Component for Complete Clocks and Movements

**Table 55.** Japanese Market for Watches (2006): Percentage Breakdown of Value and Volume Exports by Region (includes corresponding Graph/Chart)

**Table 56.** Leading Players in the Japanese Watches & Clocks Market for Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Citizen Watch, Seiko Watch, and Others (includes corresponding Graph/Chart)

**Table 57.** Leading Players in the Japanese Watches & Clocks Market for Men's Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Seiko Watch, Citizen Watch, Casio Computer, Orient Watch, and Others (includes corresponding Graph/Chart)

**Table 58.** Leading Players in the Japanese Watches & Clocks Market for Women's Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Seiko Watch, Citizen Watch, Casio Computer, Orient Watch, and Others (includes corresponding Graph/Chart)

**Table 59.** Leading Players in the Japanese Watches & Clocks Market for Men's Mechanical Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Citizen Watch, Seiko Watch, and Others (includes corresponding Graph/Chart)

**Table 60.** Leading Players in the Japanese Watches & Clocks Market for Women's Mechanical Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Citizen Watch, Seiko Watch, and Others (includes corresponding Graph/Chart)



**Table 61.** Leading Players in the Japanese Watches & Clocks Market for Men's Quartz, Analog & Digital Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Seiko Watch, Citizen Watch, Casio Computer, and Others (includes corresponding Graph/Chart)

**Table 62.** Leading Players in the Japanese Watches & Clocks Market for Women's Quartz, Analog & Digital Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Seiko Watch, Citizen Watch, Casio Computer, and Others (includes corresponding Graph/Chart)

**Table 63.** Leading Players in the Japanese Watches & Clocks Market for Men's Quartz and Digital Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Seiko Watch, Citizen Watch, Casio Computer, and Others (includes corresponding Graph/Chart)

**Table 64.** Leading Players in the Japanese Watches & Clocks Market for Women's Quartz and Digital Wrist Watches (2003 & 2005): Percentage Breakdown of Value Sales by Company for Seiko Watch, Citizen Watch, Casio Computer, and Others (includes corresponding Graph/Chart)

**Table 65.** Leading Players in the Japanese Market for Clocks (2003 & 2005): Percentage Breakdown of Value Sales by Company for Rhythm Watch, Seiko Clock, Jeco, and Others (includes corresponding Graph/Chart)

**Table 66.** Leading Players in the Japanese Market for Table Clocks/Wall Clocks/Alarm Clocks (2003 & 2005): Percentage Breakdown of Value Sales by Company for Rhythm Watch, Seiko Clock, Takane, and Others (includes corresponding Graph/Chart)

## B. Market Analytics

**Table 67.** Japanese Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 68.** Japanese Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 69.** Japanese 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 70.** Japanese Recent Past, Current and Future Analysis for Clocks Market with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 71.** Japanese Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

## 13. EUROPE

### A. Market Analysis

Outlook

Market Highly Fragmented

Large Scale Retail Outlets Monopolize Distribution Network

### B. Market Analytics

**Table 72.** European Recent Past, Current & Future Analysis for Watches by Geographic Region – France, Germany, UK, Italy, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 73.** European Historic Review for Watches by Geographic Region – France, Germany, UK, Italy, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 74.** European 11-Year Perspective for Watches by Geographic Region – Percentage Breakdown of Dollar Sales for France, Germany, UK, Italy, Spain, Russia & Rest of Europe Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 75.** European Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 76.** European Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 77.** European 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 78.** European Recent Past, Current & Future Analysis for Clocks by Geographic Region – France, Germany, UK, Italy, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 79.** European Historic Review for Clocks by Geographic Region – France, Germany, UK, Italy, Spain, Russia & Rest of Europe Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 80.** European 11-Year Perspective for Clocks by Geographic Region – Percentage Breakdown of Dollar Sales for France, Germany, UK, Italy, Spain, Russia & Rest of Europe Markets for Years 2005, 2010 & 2015 (includes corresponding Graph/Chart)

### 13A.FRANCE

#### Market Analysis

**Table 81.** French Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 82.** French Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 83.** French 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)



**Table 84.** French Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 85.** French Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

### 13B.GERMANY

#### A. Market Analysis

Outlook

Overview

**Table 86.** Leading Players in the German Market for Watches and Clocks (2003 & 2005): Percentage Breakdown of Value Sales by Company for Rolex, Swatch and Others (includes corresponding Graph/Chart)

#### B. Market Analytics

**Table 87.** German Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 88.** German Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 89.** German 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 90.** German Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 91.** German Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

### 13C.THE UNITED KINGDOM

#### A. Market Analysis

Consumers Prefer Pre-Owned Luxury Watches

B. Market Analytics

**Table 92.** UK Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 93.** UK Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 94.** UK 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 95.** UK Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 96.** UK Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

### 13D.ITALY

- A. Market Analysis
  - Outlook
  - Overview
- B. Market Analytics

**Table 97.** Italian Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 98.** Italian Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 99.** Italian 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 100.** Italian Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 101.** Italian Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

### 13E.SPAIN

#### Market Analysis

**Table 102.** Spanish Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 103.** Spanish Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 104.** Spanish 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 105.** Spanish Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 106.** Spanish Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

### 13F.RUSSIA

#### A. Market Analysis

Outlook

The Russian Watch Market Overview

#### B. Market Analytics

**Table 107.** Russian Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 108.** Russian Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 109.** Russian 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 110.** Russian Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 111.** Russian Historic Review for Clocks with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

### 13G.REST OF EUROPE

#### A. Market Analysis

Outlook

Switzerland

Overview

Exports Scenario

By Value

**Table 112.** Swiss Watch Market (2009): Percentage Breakdown of Value Exports by Country – Hong Kong, US, France, Italy, Germany, Japan, China, Singapore, UK, UAE, and Others (includes corresponding Graph/Chart)

By Region

**Table 113.** Swiss Watch Market (2009): Percentage Breakdown of Value Exports by Region - Asia, Europe, America, and Rest of World (includes corresponding Graph/Chart)

By Material Used

**Table 114.** Swiss Watch Market (2009): Percentage Breakdown of Value and Unit Exports by Material Used – Steel, Precious Metals, Gold-Steel, Other Metals, and Other Materials (includes corresponding Graph/Chart)

China – Emerging Niche Market for Swiss Watches  
 Swiss Watch Industry Comes Up with Initiatives to Counter Fake Products  
 Market Participants  
 Luxury Watches  
 Historical Data

**Table 115.** Swiss Market for Finished Watches (2004): Percentage Breakdown of Volume and Value Production by Technology for Mechanical, Quartz Analog and Quartz Digital (includes corresponding Graph/Chart)

**Table 116.** Worldwide Top Fifteen Markets for Swiss Watches, 2005 (includes corresponding Graph/Chart)

**Table 117.** Worldwide Exports of Swiss Watches (2005 & 2006): Average Price of Mechanical Watches by Leading Countries (In CHF) (includes corresponding Graph/Chart)

**Table 118.** World Distribution of Swiss Watches and Movements (2005-2007): Percentage Breakdown of Volume Exports by Country/Region – Europe (EU, and Rest of Europe), Asia-Pacific, Americas (US, Canada, and Latin America), Middle East, and Africa (includes corresponding Graph/Chart)

**Table 119.** World Distribution of Swiss Watches and Movements (2005-2007): Percentage Breakdown of Value Exports by Country/Region - Asia-Pacific, Europe (EU, and Rest of Europe), Americas (US, Canada, and Latin America), Middle East, and Africa (includes corresponding Graph/Chart)

**Table 120.** World Distribution of Swiss Watches (2005-2007): Percentage Breakdown of Value Exports by Leading Country/Region (includes corresponding Graph/Chart)

**Table 121.** Swiss Market for Watches (2005-2007): Percentage Breakdown of Exports to Russia by Product Type - Electronic and Non-Electronic (includes corresponding Graph/Chart)

**Table 122.** Swiss Market for Wrist Watches (2005-2007): Percentage Breakdown of Volume Exports by Product Type - Mechanical and Electronic (includes corresponding Graph/Chart)

**Table 123.** Swiss Market for Wrist Watches (2005-2007): Percentage Breakdown of Value Exports by Product Type - Mechanical and Electronic (includes corresponding Graph/Chart)

**Table 124.** Swiss Market for Watches Movements (2005-2007): Percentage Breakdown of Volume Exports by Product Type – Mechanical and Electronic (includes corresponding Graph/Chart)

**Table 125.** Swiss Market for Watches Movements (2005-2007): Percentage Breakdown of Value Exports by Product Type – Mechanical and Electronic (includes corresponding Graph/Chart)

**Table 126.** Swiss Watch Market (2006): Percentage Breakdown of Exports of Watches by Material Type - Steel, Precious Metal, Gold-Steel, Other Metals, and Other Materials (includes corresponding Graph/Chart)

**Table 127.** Swiss Market for Watches (2004 Vs 2003) – Exports in US\$ Million By Country for China, France, Germany, Hong Kong, Italy, Japan, Russia, Saudi Arabia, Singapore, Spain, Taiwan, Thailand, UAE, UK, USA, And Others (includes corresponding Graph/Chart)

**Table 128.** Swiss Market for Watches (2004 Vs 2003) – Exports In Thousand Units By Region For Africa,

Asia, Europe, Latin America, Middle East, North America, and Oceania (includes corresponding Graph/Chart)

**Table 129.** Swiss Production of Watches - Mechanical, Quartz Analog, Quartz Digital in Volume: 2001-2002 (Units in Million) (includes corresponding Graph/Chart)

**Table 130.** Swiss Production of Watches Mechanical, Quartz Analog, and Quartz Digital in Value: 2001-2002 (In million of Swiss Francs) (includes corresponding Graph/Chart)

## B. Market Analytics

**Table 131.** Rest of Europe Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 132.** Rest of Europe Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 133.** Rest of Europe 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 134.** Rest of Europe Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 135.** Rest of Europe Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

## 14. ASIA-PACIFIC

### A. Market Analysis

Outlook

Brief Description of Select Markets

China

Industry Highlights

**Table 136.** Chinese Recent Past, Current & Future Analysis for Watches & Clocks Market with Annual Sales in Million Units for the Years 2007 through 2015 (includes corresponding Graph/Chart)

Trends in the Chinese Watches & Clocks Market

Demand for Luxury Watches Increases Among Chinese Men

Imported Watches Dominate the Watch Market in China

Exports into China Increase with the Country Opening Up

Swiss Watches Highly Popular

China's Tax on Luxury Watches Might Affect Swiss Imports

Hong Kong Could Seize the Opportunity

High-End Swiss Watches Still Sell Well in China

Taxes Do Not Deter the Luxury Segment Consumer

Local Brands Not Far Behind

Small Brands - Imported and Local – Migrate to Small Markets

Trends in Buying

China Leads in Clock Supply in the World  
Chinese Watchmakers Go Digital  
Low End Clocks Might Need to Make an Exit  
Chinese Watchmakers Manufacture and Supply for International Brands  
Own Brands Account for a Sizable Share of Exports  
WTO and Chinese Market

**Table 137.** Drastic Cut Down in Import Tariffs by China for Watches (2001-2005) (includes corresponding Graph/Chart)

Market Overview  
Watch Market

**Table 138.** Market Share of Select Luxury Watch Brands in China (2005): Omega, Rado, Longines, Rolex, Tissot, Citizen, Tudor, Titoni, Rossini and Enicar (includes corresponding Graph/Chart)

Demographics  
India  
Overview  
Development of the Indian Watch Industry

**Table 139.** Leading Players in the Indian Market for Watches & Clocks (2003 & 2005): Percentage Breakdown of Value Sales by Company for Titan, Timex and Others (includes corresponding Graph/Chart)

Market Scenario  
Market Sees Increased Demand for Luxury Watches  
Global Luxury Watch Brands Eager to Expand Operations  
Developments in Indian Market  
High Imports  
Hong Kong  
Overview  
Hong Kong Timepiece Industry – Overview  
Industry Trends  
Timepiece Manufacturers Face Strong Competition from Handphones  
Fashion Brands Enter the Fray to Drive the Watches Market  
Hong Kong Manufactures and Exports for Global Brands  
Luxury Watch Market to Soar with Increased Consumption Tax in Mainland  
CEPA Provisions Encourage Exports to China  
OEM Base  
Internet: Positive Impact on Sales  
Import/Export Scenario

**Table 140.** Hong Kong Watches & Clocks Market (2008 & 2009): Exports and Imports in CHF Million

Import/Export Scenario in the Recent Past

**Table 141.** Hong Kong Market for Watches & Clocks (2005-2007): Percentage Breakdown of Value Exports by Product Segment – Wrist Watches (Battery Powered and Non-Battery Powered), Clocks, Movements, and Parts, Accessories & Others (includes corresponding Graph/Chart)



**Table 142.** Hong Kong Market for Complete Watches (2005-2007): Percentage Breakdown of Value Exports by Product Segment - Battery Powered Wrist Watches, Non-Battery Powered Wrist Watches, and Other Watches (includes corresponding Graph/Chart)

**Table 143.** Hong Kong Market for Complete Clocks (2005-2007): Percentage Breakdown of Value Exports by Product Segment – Alarm Clocks, Wall Clocks, Clocks with Watch Movements, and Other Clocks (includes corresponding Graph/Chart)

**Table 144.** Hong Kong Market for Complete Clocks (2005-2007): Percentage Breakdown of Value Exports by Leading Country/Region (includes corresponding Graph/Chart)

**Table 145.** Hong Kong Market for Complete Watches (2005-2007): Percentage Breakdown of Value Exports by Leading Country/Region (includes corresponding Graph/Chart)

**Table 146.** Hong Kong Market for Watches & Clocks (2005-2007): Percentage Breakdown of Value Exports by Leading Country/Region (includes corresponding Graph/Chart)

**Table 147.** Hong Kong Market for Watches & Clocks (2005-2007): Percentage Breakdown of Value Imports by Product Segment – Wrist Watches (Battery Powered and Non-Battery Powered), Clocks, Movements, and Parts, Accessories & Others (includes corresponding Graph/Chart)

**Table 148.** Hong Kong Market for Watches & Clocks (2005-2007): Percentage Breakdown of Value Imports by Leading Country/Region (includes corresponding Graph/Chart)

**Table 149.** Hong Kong Market for Watches & Clocks (2003 & 2004): Imports in Millions of HKD for Complete Clocks, Complete Watches, Watch Straps, and Parts & Components of Watches & Clocks, and Other Chronographic Apparatus (includes corresponding Graph/Chart)

**Table 150.** Hong Kong Market for Watches & Clocks (2003 & 2004): Imports in Millions of HKD by Country – China, Switzerland, Japan, Singapore, Thailand, Germany, France, USA, Korea Rep, United Kingdom, Italy, Taiwan, UAE, and Others (includes corresponding Graph/Chart)

**Table 151.** Hong Kong Market for Watches & Clocks (2003 & 2004): Exports in Millions of HKD for Complete Clocks, Complete Watches, Watch Straps, and Parts & Components of Watches & Clocks, and Other Chronographic Apparatus (includes corresponding Graph/Chart)

**Table 152.** Hong Kong Market for Watches & Clocks (2003 & 2004): Exports in Millions of HKD by Country - Australia, Canada, China, France, Germany, Italy, Japan, Korea Rep, Panama, Philippines, Singapore, Spain, Switzerland, Taiwan, Thailand, UAE, United Kingdom, USA, and Others (includes corresponding Graph/Chart)

**Table 153.** Hong Kong Market for Watches & Clocks (2003 & 2004): Exports of Complete Clocks in Millions of HKD by Country –USA, Japan, Germany, United Kingdom, Italy, France, Spain, Netherlands, China, Canada, Australia, UAE, Korea rep, Taiwan, Saudi Arabia, and Others (includes corresponding Graph/Chart)

**Table 154.** Hong Kong Market for Watches & Clocks (2003 & 2004): Exports of Complete Watches in Millions of HKD by Country –Australia, Canada, China, France, Germany, Italy, Japan, Korea rep, Panama, Saudi Arabia, Singapore, Spain, Switzerland, Taiwan, UAE, United Kingdom, USA, and Others (includes corresponding Graph/Chart)

Historical Review

**Table 155.** Salient Features for Watch Industry



Taiwan  
Sports Watches Gaining Popularity  
B. Market Analytics

**Table 156.** Asia-Pacific Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 157.** Asia-Pacific Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 158.** Asia-Pacific 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 159.** Asia-Pacific Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 160.** Asia-Pacific Historic Review for Clocks Market with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

## 15. THE MIDDLE EAST

Market Analysis

**Table 161.** Middle East Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 162.** Middle East Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 163.** Middle East 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 164.** Middle East Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 165.** Middle East Historic Review for Clocks with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

## 16. LATIN AMERICA

A. Market Analysis  
Outlook  
Watches and Clocks Market in Argentina  
B. Market Analytics

**Table 166.** Latin America Recent Past, Current & Future Analysis for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 167.** Latin America Historic Review for Watches by Product Segment – Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets Independently Analyzed with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

**Table 168.** Latin America 11-Year Perspective for Watches by Product Segment – Percentage Breakdown of Dollar Sales for Mass (Under \$50), Middle (\$50-\$299), Upper Middle (\$300 to \$999) and Luxury (\$1000 and above) Markets for 2005, 2010 & 2015 (includes corresponding Graph/Chart)

**Table 169.** Latin America Recent Past, Current & Future Analysis for Clocks with Annual Sales in US\$ Million for Years 2007 through 2015 (includes corresponding Graph/Chart)

**Table 170.** Latin America Historic Review for Clocks with Annual Sales in US\$ Million for Years 2000 through 2006 (includes corresponding Graph/Chart)

Total Companies Profiled: 255 (including Divisions/Subsidiaries - 280)

Region/Country/Players

The United States

Japan

Europe

France

Germany

The United Kingdom

Italy

Spain

Rest of Europe

Asia-Pacific (Excluding Japan)

Latin America

Please read Global Industry Analysts, Inc., - Sales Policy below before placing an order:

All Publications from Global Industry Analysts, Inc., (GIA) are protected per protocols of the Universal Copyrights Convention and the United States Copyrights Office. It is GIA's policy that once purchased, these publications may not be returned for any reason. GIA makes all reasonable attempts to report current and accurate information in its publications.

GIA will not be responsible for any type of damages (financial or other) incurred by the client (company or individual) in the usage of GIA's publications or services. The client agrees that in case a legal resolution becomes necessary, the venue shall be the city of San Francisco, California, USA. Under any circumstances, GIA's liability shall be limited to the exact price of the product or service paid to GIA by the client.

This publication is sold as a single-user single-site license. Electronic versions operate like normal PDF files once installed and permit unlimited print and cut & paste. Digital controls and watermarks are set on electronic copies and are protected against copying. Extra licenses can be purchased for the same location at 10% of the list price.

### I would like to order:

**Product name:** Watches & Clocks: Market Research Report  
**Product link:** <http://marketpublishers.com/r/WC13342B334EN.html>  
**Product ID:** WC13342B334EN  
**Price:** US\$ 4,950.00 (Single User License / Electronic Delivery)

*If you want to order Corporate License or Hard Copy, please, contact our Customer Service: [office@marketpublishers.com](mailto:office@marketpublishers.com)*

### Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/WC13342B334EN.html>

### To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:	<input type="text"/>
Last name:	<input type="text"/>
E-mail:	<input type="text"/>
Company:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
Zip/Post Code:	<input type="text"/>
Country:	<input type="text"/>
Tel:	<input type="text"/>
Fax:	<input type="text"/>
Your message:	<input type="text"/>

\* All fields are required

Customer Signature \_\_\_\_\_

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at [http://marketpublishers.com/docs/terms\\_conditions.html](http://marketpublishers.com/docs/terms_conditions.html)

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**