



**Euromonitor
International**

Traditional and Connected Watches in Romania

March 2026

Table of Contents

Traditional and Connected Watches in Romania - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Connected watches leads with tech innovation and smart features

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Connected watches drive growth with innovative features

Chart 2 - Samsung Launches AI-Powered Watch in Romania

Healthy lifestyles shape innovation and drive value growth

Chart 3 - Garmin Introduces Satellite Connectivity in Its fenix 8 Range

Resale and rental trend impacts consumer purchasing habits

Chart 4 - Chronext Partners with Albini Prassa for Pre-Owned Luxury Timepieces.

Travel and tourism rebound feeds growth

WHAT'S NEXT?

Investing in omnichannel shopping experiences

Tourism and active lifestyles driving demand for connected watches with tech innovations

Chart 5 - Analyst Insight

COMPETITIVE LANDSCAPE

Garmin leads with innovative connected watches for travel and health enthusiasts

Small local players leverage wearable electronics

CHANNELS

Retail e-commerce drives growth with expanding digitisation

Omnichannel presence becomes increasingly important for retailers

COUNTRY REPORTS DISCLAIMER

Personal Accessories in Romania - Industry Overview

EXECUTIVE SUMMARY

Market split between affordable and premium personal accessories as appetite for luxury grows in Romania

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Market shifts towards polarisation in 2025

High growth across categories buoyed by premium demand

Chart 7 - Furla and Hermès Open New Stores in Bucharest

Resale and rental initiatives gain traction among Romanian consumers

Chart 8 - Chronotex Partners with Albini Prassa For Premium Resale

Gen Z drives demand for sustainable personal accessories

WHAT'S NEXT?

Market polarisation to see premium demand escalate but pricing to remain integral to mainstream purchases

Sustainability to inform future consumer choice

Chart 9 - Analyst Insight

AI-integration and innovation to drive fastest growth in connected watches

COMPETITIVE LANDSCAPE

Luxury players and local brands shape competitive landscape

CHANNELS

Offline retail leads with specialists and a focus on store ambience

E-commerce commands 21% of sales

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Romania 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Romania 2025

Chart 13 - Consumer Landscape in Romania 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/traditional-and-connected-watches-in-romania/report.