



Euromonitor
International

Traditional and Connected Watches in the United Kingdom

January 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Connected features and Gen Z influence boost watch market performance

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Market polarisation drives value sales growth

Generation Z influence is redefining watches for a new era in the UK

Chart 2 - Analyst Insight

Chrono24 revamp reflects shifting second-hand landscape

Chart 3 - Chrono24 Revamp Indicative of Shifting Resale Market

WHAT'S NEXT?

Consumers to drive tech integration and strong sales for connected watches

Both luxury and local brands focus on heritage and craftsmanship

Sustainability's impact on future product development

COMPETITIVE LANDSCAPE

Rolex and Apple Watch maintain lead through brand strength

CHANNELS

Jewellery and watch specialists lead offline distribution

Specialists expand footprint and luxury hubs

PRODUCTS

Generation Z drives innovation with sustainable and tech-enhanced watches

Chart 4 - Resurgence in Popularity of Y2K Designs Amongst Local Gen Z shoppers

Design and price dominate value-seeking consumer choices

Chart 5 - Casio Launch Indicative of Value-Seeking Consumers

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[Personal Accessories in the United Kingdom - Industry Overview](#)

EXECUTIVE SUMMARY

Value sales of personal accessories rise due to macroeconomic factors, but polarisation seen

KEY DATA FINDINGS

Chart 6 - Key Trends 2025

INDUSTRY PERFORMANCE

Both luxury and value-driven segments drive sales

Daisy London and Shrimps collaboration thrives amid polarisation

Chart 7 - Daisy London x Shrimps Collaboration Expands

Resale and rental impact personal accessories

Chart 8 - Vinted Pro Launch in the United Kingdom Impacts Primary Sales

WHAT'S NEXT?

Luxury and value-driven segments to drive sales in the future

Writing instruments to remain the largest category in volume terms

Sustainability, digitalisation, and Generation Z to shape personal accessories

COMPETITIVE LANDSCAPE

Luxury conglomerates maintain their lead amidst market polarisation

Chart 9 - DeMellier Carves Out a New Luxury Narrative

Opportunities for new and existing players

CHANNELS

Offline retail leads through specialist retailers

Chart 10 - Analyst Insight

Retail e-commerce remains significant, but secondary to offline retail

ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in the United Kingdom 2025

CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in the United Kingdom 2025

Chart 14 - Consumer Landscape in the United Kingdom 2025

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SOURCES

Summary 1 - Research Sources

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