



**Euromonitor
International**

Traditional and Connected Watches in the United Arab Emirates

February 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury timepieces thrive among high-net-worth demographics

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Premiumisation elevates luxury watches as status symbol for affluent consumers

Chart 2 - Audemars Piguet Partners with Dubai Future Foundation

Connected watches lead dynamic growth with AI and tech innovation

Certified pre-owned schemes strengthen luxury watch resales

Chart 3 - Ahmed Seddiqi & Sons Offers Rolex CPO Collection with Rare Watches

WHAT'S NEXT?

Rise in HNWI and women's purchasing power to transform outlook

Chart 4 - Analyst Insight

Technological innovations to shape the future of watches

COMPETITIVE LANDSCAPE

Global luxury brands lead fragmented watch landscape

CHANNELS

Brick-and-mortar stores remain dominant

Retail e-commerce grows with increasing online presence

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

EXECUTIVE SUMMARY

Luxury demand surges amidst rising wealth

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

INDUSTRY PERFORMANCE

Tourism fuels luxury boom

Chart 6 - Louis Vuitton's Pop-Up in Dubai Desert

Resale platforms tap sustainable demand

Chart 7 - Ahmed Seddiqi & Sons Offers Rolex CPO Collection with Rare Watches

Tariffs and supply chain shifts boost product availability

WHAT'S NEXT?

Affluence and infrastructure will drive robust outlook

Digital and sustainable innovation will shape future

Chart 8 - Analyst Insight

COMPETITIVE LANDSCAPE

Luxury brands thrive amidst market fragmentation

CHANNELS

Offline retail remains dominant despite e-commerce growth

Retail e-commerce drives growth with convenience

ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in United Arab Emirates 2025

CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in United Arab Emirates 2025

Chart 12 - Consumer Landscape in United Arab Emirates 2025

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SOURCES

Summary 1 - Research Sources

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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-the-united-arab-emirates/report.