



Traditional and Connected Watches in Malaysia

January 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising living costs impact spending on basic and mid-price traditional watches, but high watches continues to thrive
New Apple Watch enters the market in 2023 with connected watches presenting a real threat to the future of quartz digital watches
Cross-collaborations play a prominent role in new product launches in 2023

PROSPECTS AND OPPORTUNITIES

Mid-high-priced watches anticipated to continue recording stronger growth than basic watches
Connected watches likely to become increasingly useful as the world becomes more digital
Luxury brands focusing on enhancing the in-store experience

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