



# Traditional and Connected Watches in Indonesia

January 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Traditional timepieces continue to lose ground to smartwatches

Government imposes new taxes on imported watches

Chinese tech giant Xiaomi gains traction

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Environmentally sustainable materials, such as wood, will be growing trend in locally made watches

Rising health concerns will boost growth of smart wearables

E-commerce will continue to grow in importance

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