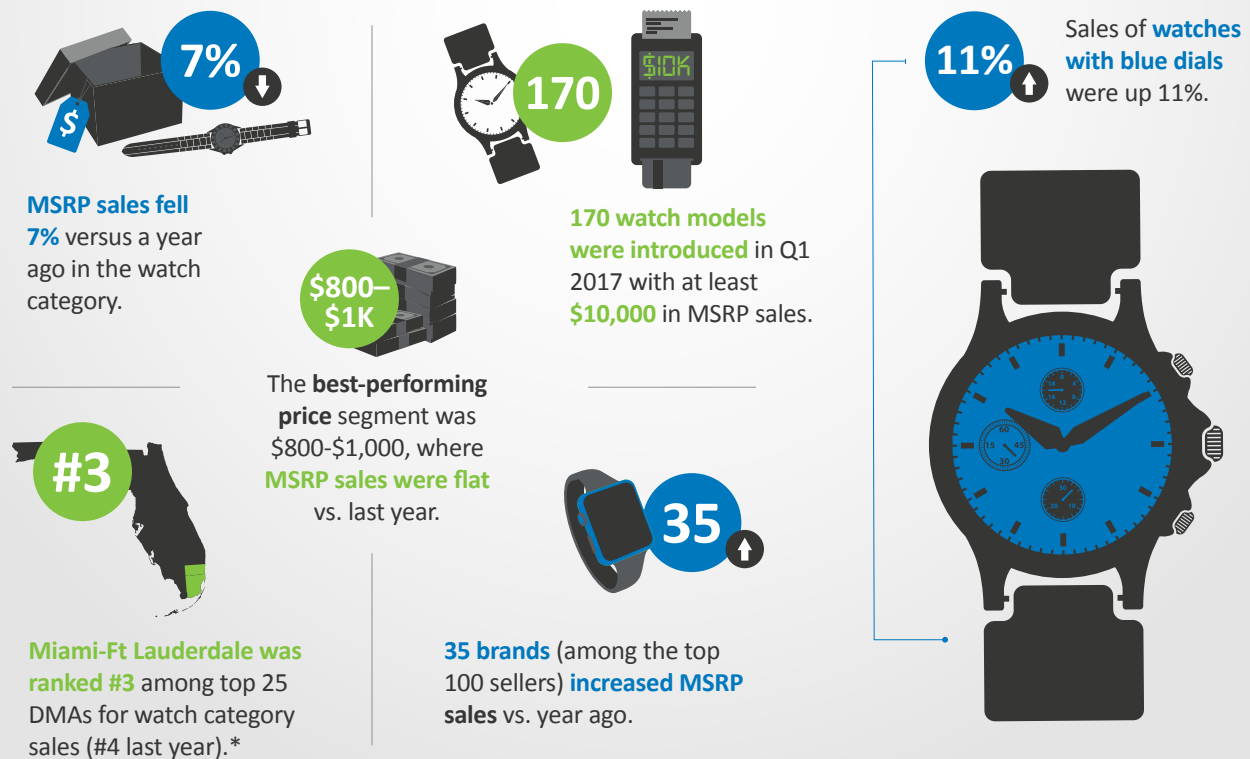


The Watch Market is Worth Knowing

Manufacturers and retailers are facing challenges to find growth in the U.S. watch category as unit and dollar sales have declined in each of the last two years. Yet consumers purchased more than 43 million watches in 2016. There are patterns emerging to help the industry provide what consumers want to buy.

Here's a look at what our Retail Tracking Service uncovered in the watch market. . .



Start seeing what others cannot. Go to the source that provides in-depth industry insights. The NPD Group can help you grow your business and get a winning advantage.

Source: The NPD Group/Retail Tracking Service, 3ME March 2017

*Department/national chain and jewelry chain channels only

Learn more. Contact your NPD account representative, call us at 866-444-1411, or email contactnpd@npd.com.

