



15<sup>th</sup> edition

14-17 JUNE 2016  
GENEVA PALEXPO

## Press release

### EXCLUSIVE SURVEY

## Young Swiss people remain loyal to traditional watches

To celebrate its 15<sup>th</sup> anniversary, the Salon EPHJ-EPMT-SMT decided to help promote a better understanding of the development of the watch market by carrying out a large survey of young Swiss people. Its aim was to find out more about their links, habits and preferences in terms of watches. These results, which contained some surprises, were announced today at Palexpo, Geneva, at the opening of the Salon.

**Genève, le 14 juin 2016.** Réalisée cette année auprès d'un large échantillon représentatif de la population suisse, âgée entre 16 et 25 ans, cette étude nous indique que les **montres classiques** sont encore **très à la mode** parmi ces jeunes. Elles suscitent même **un vif engouement**. Cependant, cet intérêt et cet attachement aux belles montres est un peu **plus marqué en Suisse romande** qu'en Suisse alémanique, tendance observée sur l'ensemble des paramètres analysés.

- Most young Swiss people have more than one watch (**2.5 on average**, equally divided between purchases and gifts). The value of the watches varies considerably depending of the respondents' profiles: it averages **CHF 750** (but this average is skewed by several very highly priced watches). However, **men have much more valuable** watches than women. Ultimately, **most** respondents have watches worth **less than CHF 500**.
- When asked about their **future purchasing intentions**, the participants expressed a desire above all for watches worth **several hundred francs**. A small minority currently envisage spending one thousand francs. On the other hand, watches are the **favourite gift** of young Swiss citizens at Christmas.
- In the eyes of these young people, a beautiful watch represents above all **a certain stylishness, a specific concept of fashion**. By contrast, a significant majority **reject** the idea that a beautiful watch reflects **a specific social status**, symbolises **success**, or is a means of **self-affirmation**.
- In general, they favour **elegant** watches with a hint of sobriety, but definitely not **flashy ones**.



15<sup>th</sup> edition

14-17 JUNE 2016  
GENEVA PALEXPO

- The most important criteria that inform their choice of watches are mainly **colour and form**, but also the **size and material**, with **women preferring silver** and **men preferring steel**. **The functions, a Swiss-made label and the brand** are also **important**, but to a lesser extent. By contrast, young people attach **little importance to the box and decorative precious stones**.
- Young people's perception of a brand's image is clearly influenced by **advertising** and the **celebrities** that stand for it, such as Roger Federer, who dominates all other watch brand ambassadors by far. One in two young people admit to being influenced in this way. On the other hand, advertising is young people's preferred means of **finding out** about watches.
- They ranked brands in the same order in terms of familiarity and preference: **Swatch first, Rolex second and Tissot third**. The question about the brands they were wearing put Swatch as the leader, but the runner-up was **Fossil**, just ahead of **Rolex** and **Tissot**. Overall, young men are more interested in the watch brands in themselves while young women are a little more attracted to watches from fashion brands.
- The young generation only showed **very moderate interest in smart watches**, which came as something of a surprise. In all cases, the **new technology of smart watches** does not currently seem to be casting much of a shadow on **classical watches**, either in terms of their **general appeal** or their **future purchasing intentions**.
- Finally, they are relatively **attached to watches**, which is evident in particular in their desire to **visit a watchmaking workshop**, but also, for a not insignificant proportion of young people, in their interest in **taking up a career in this branch**.

**Appendix:** - A full copy of the survey carried out by Société MIS Trend on behalf of the salonEPHJ-EPMT-SMT

---

#### Media contact

**Dynamics Group** +41 22 308 62 20  
Stephan Post +41 79 702 00 40  
Christophe Lamps +41 79 476 26 87

[www.dynamicsgroup.ch](http://www.dynamicsgroup.ch)