

Swiss watch exports by region January-November 2024

Regions	Wrist-watches				Total value		
	Units	Variation 2024/2023	Mil. of CHF	Variation 2024/2023	Mil. of CHF	Variation 2024/2023	Share 2024
Europe	5,659,892	-5.3%	6,792.5	-0.2%	7,305.1	-0.2%	30.5%
European Union	4,376,910	-4.8%	4,872.2	+0.3%	5,321.6	+0.2%	22.2%
Eastern Europe	143,765	-3.9%	63.8	+7.9%	64.9	+6.5%	0.3%
Other European countries	1,139,217	-7.5%	1,856.5	-1.6%	1,918.7	-1.5%	8.0%
Africa	102,751	-22.5%	130.7	-11.4%	133.0	-11.5%	0.6%
Asia	5,002,522	-19.2%	10,778.0	-7.2%	11,174.8	-7.4%	46.7%
Middle East	1,003,550	-2.5%	2,239.5	-0.1%	2,273.1	-0.2%	9.5%
Far East	2,798,751	-26.9%	6,374.3	-11.6%	6,620.5	-11.6%	27.7%
Other Asian countries	1,200,221	-10.1%	2,164.2	-0.1%	2,281.2	-1.1%	9.5%
America	3,029,207	-0.9%	4,763.9	+5.6%	4,926.8	+5.8%	20.6%
North America	2,564,473	+0.3%	4,146.8	+4.9%	4,299.6	+5.1%	18.0%
South America	464,734	-6.8%	617.1	+10.2%	627.2	+10.3%	2.6%
Oceania	214,376	+4.0%	389.9	-0.3%	399.9	-0.2%	1.7%
World	14,008,748	-10.0%	22,854.9	-2.6%	23,939.6	-2.7%	100.0%

Total value - Variations



