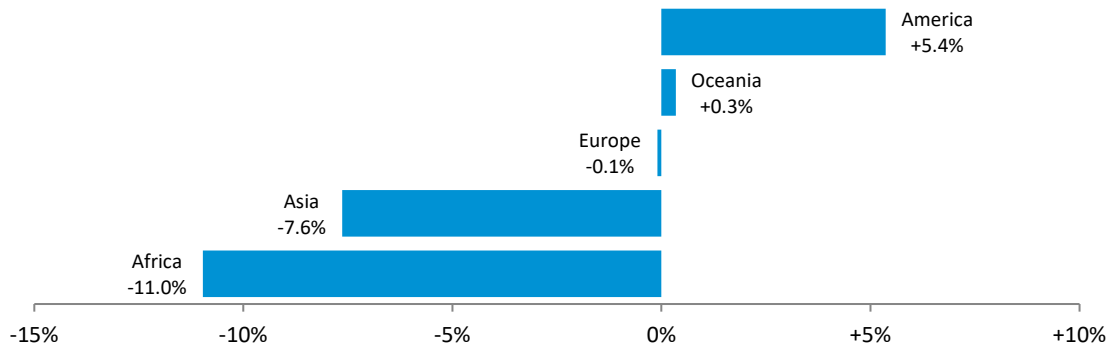




Swiss watch exports by region January-December 2024

| Regions | Wrist-watches | | | | Total value | | |
|--------------------------|-------------------|---------------------|-----------------|---------------------|-----------------|---------------------|---------------|
| | Units | Variation 2024/2023 | Mil. of CHF | Variation 2024/2023 | Mil. of CHF | Variation 2024/2023 | Share 2024 |
| Europe | 6,267,174 | -3.5% | 7,360.6 | -0.1% | 7,914.1 | -0.1% | 30.4% |
| European Union | 4,836,298 | -3.5% | 5,291.6 | +0.1% | 5,777.1 | +0.1% | 22.2% |
| Eastern Europe | 154,006 | -3.5% | 68.8 | +4.7% | 70.1 | +3.6% | 0.3% |
| Other European countries | 1,276,870 | -3.3% | 2,000.3 | -0.8% | 2,067.0 | -0.8% | 8.0% |
| Africa | 116,266 | -18.9% | 144.8 | -10.9% | 147.4 | -11.0% | 0.6% |
| Asia | 5,432,650 | -19.4% | 11,709.1 | -7.4% | 12,138.2 | -7.6% | 46.7% |
| Middle East | 1,125,530 | -2.9% | 2,478.1 | -0.2% | 2,516.2 | -0.3% | 9.7% |
| Far East | 3,014,504 | -27.1% | 6,894.9 | -11.6% | 7,161.2 | -11.6% | 27.6% |
| Other Asian countries | 1,292,616 | -10.5% | 2,336.1 | -1.1% | 2,460.8 | -2.1% | 9.5% |
| America | 3,282,107 | -1.1% | 5,180.2 | +5.3% | 5,354.5 | +5.4% | 20.6% |
| North America | 2,779,077 | +0.1% | 4,505.0 | +4.5% | 4,668.4 | +4.7% | 18.0% |
| South America | 503,030 | -7.4% | 675.3 | +10.4% | 686.1 | +10.4% | 2.6% |
| Oceania | 241,529 | +3.5% | 428.5 | +0.3% | 439.0 | +0.3% | 1.7% |
| World | 15,339,726 | -9.4% | 24,823.2 | -2.8% | 25,993.1 | -2.8% | 100.0% |

Total value - Variations



Total value - Share

