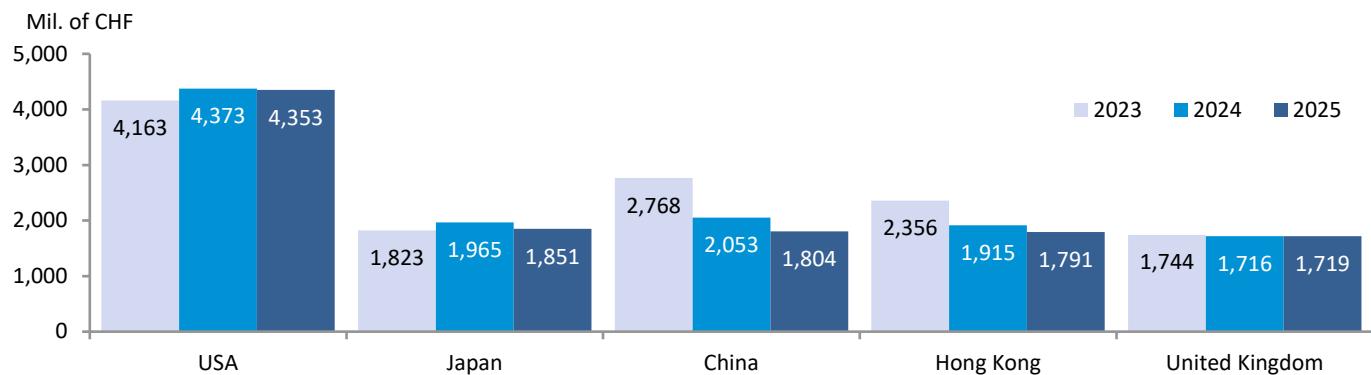




World distribution of Swiss watch exports
 January-December 2025

Markets	Mil. of CHF			Variation			
	2025	2024	2023	2025/2024		2025/2023	
				(+)	(-)	(+)	(-)
1. USA	4,352.9	4,372.6	4,162.7	-0.5%	+4.6%		
2. Japan	1,850.9	1,965.4	1,822.9	-5.8%	+1.5%		
3. China	1,804.4	2,053.5	2,767.8	-12.1%		-34.8%	
4. Hong Kong	1,790.8	1,914.9	2,356.4	-6.5%		-24.0%	
5. United Kingdom	1,718.9	1,716.4	1,744.0	+0.1%		-1.4%	
6. Singapore	1,632.7	1,620.8	1,655.1	+0.7%		-1.4%	
7. France	1,329.1	1,311.9	1,280.0	+1.3%		+3.8%	
8. UAE	1,316.2	1,272.0	1,264.1	+3.5%		+4.1%	
9. Germany	1,217.4	1,305.8	1,357.9	-6.8%		-10.3%	
10. Italy	1,044.4	1,049.6	1,066.9	-0.5%		-2.1%	
11. South Korea	792.3	773.4	711.6	+2.4%		+11.3%	
12. Spain	509.5	483.7	455.0	+5.3%		+12.0%	
13. Australia	424.9	410.4	411.5	+3.5%		+3.3%	
14. Taiwan	403.7	406.0	395.9	-0.6%		+2.0%	
15. Saudi Arabia	352.1	323.3	354.2	+8.9%		-0.6%	
16. Mexico	335.9	337.0	290.2	-0.3%		+15.7%	
17. Netherlands	327.7	334.8	343.5	-2.1%		-4.6%	
18. Turkey	322.2	293.5	282.0	+9.8%		+14.3%	
19. Canada	309.1	295.8	297.9	+4.5%		+3.7%	
20. India	296.0	273.9	218.8	+8.1%		+35.2%	
21. Qatar	275.6	276.1	261.6	-0.2%		+5.3%	
22. Thailand	227.1	259.9	328.7	-12.6%		-30.9%	
23. Ireland	207.8	196.7	194.3	+5.6%		+7.0%	
24. Austria	195.0	220.3	203.6	-11.5%		-4.2%	
25. Kuwait	187.7	191.1	179.6	-1.8%		+4.5%	
26. Belgium	165.2	162.5	150.9	+1.7%		+9.5%	
27. Bahrain	123.5	124.8	146.4	-1.0%		-15.7%	
28. Greece	117.6	116.9	126.9	+0.6%		-7.4%	
29. Portugal	112.3	107.3	115.5	+4.7%		-2.7%	
30. Sweden	86.3	80.7	87.8	+6.9%		-1.8%	
Total 30 markets	23,829.2	24,251.3	25,033.7	-1.7%		-4.8%	
Share in %	93.3%	93.3%	93.6%				
Total value	25,552.4	25,993.1	26,748.3	-1.7%		-4.5%	



* The data supplied by the Federal Office for Customs and Border Security and published by the FH can be subsequently revised or adjusted. The most recent publications prevail. The data noted with an asterisk have been significantly updated since their first publication.