Fédération de l'industrie horlogère suisse FH
Verband der Schweizerischen Uhrenindustrie FH
Federation of the Swiss Watch Industry FH

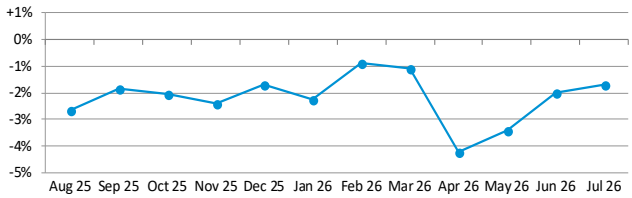
Swiss watchmaking in July 2026
Sustained momentum

Swiss watch exports grew by almost 9.6% in July, to over 2.6 billion francs. Cumulative performance over seven months moved into positive territory as a result, increasing by 0.9%.

Swiss watch exports in July 2026

Products	Units (million)	Change	CHF (million)	Change
Wristwatches	1.5	+6.8%	2,522.7	+9.8%
Other products			105.6	+5.4%
Total			**2,628.3**	**+9.6%**

12 months moving average



All categories of materials grew by value, particularly watches made from precious metals (+3.7%), steel watches (+9.0%) and bimetallic models (+23.8%). Volume growth was supported by steel watches (+5.1%) and models in the *Other materials* category (+15.1%). In total, 97,000 additional watches were exported, an increase of 6.8% compared with July 2025.

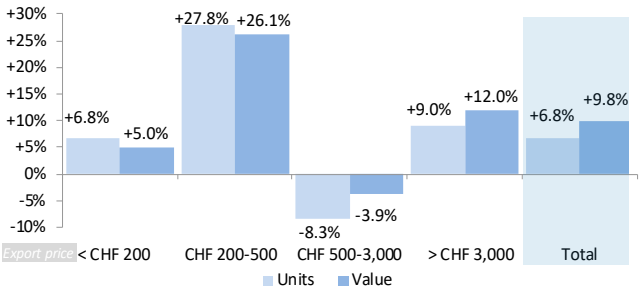
Wristwatches by materials

Materials	Units (in 1,000)	Change	CHF (million)	Change
Precious metal	37.1	+0.9%	912.8	+3.7%
Steel	864.9	+5.1%	848.2	+9.0%
Gold-steel	103.5	-4.4%	514.5	+23.8%
Other metals	104.4	+5.1%	144.4	+9.8%
Other materials	413.6	+15.1%	102.8	+11.1%
Total	**1,523.4**	**+6.8%**	**2,522.7**	**+9.8%**

Main markets

Markets	CHF (million)	Change	Share
USA	701.3	+26.5%	26.7%
France	234.4	+104.6%	8.9%
Japan	162.9	-3.7%	6.2%
United Kingdom	161.2	+9.5%	6.1%
Hong Kong	153.7	+0.5%	5.8%
Singapore	150.2	+2.3%	5.7%
Total 6 markets	**1,563.8**	**+21.7%**	**59.5%**

Wristwatches by price categories



Watches priced for export at over 3,000 francs set the trend, increasing by 12.0%. However, this positive momentum was partially offset by the decline of 3.9% in the 500 to 3,000 francs price segment. The 200 to 500 francs category (+26.1%) again confirmed its recovery this year, after four years of significant decline.

The United States (+26.5%) was the main driver of overall performance, managing to maintain double-digit growth for the third consecutive month, despite an unfavourable base effect. The United Kingdom (+9.5%) also made a significant contribution to the upturn, while Hong Kong (+0.5%) and Singapore (+2.3%) achieved more moderate growth. Conversely, Japan (-3.7%), China (-18.5%) and the United Arab Emirates (-3.7%) all fell back. Performance in France (+104.6%) still does not reflect the actual trend in the market but counterbalanced the decline seen in other markets in the European Union. The region as a whole grew by 12.4% in July, mainly driven by Germany (+11.6%).

All the figures released by FH refer to exports data and not to sales to end-consumers. Differences between these two types of data may therefore exist. These data must be regarded as consolidated figures gathering export results from all Swiss watch companies. They obviously cannot reflect the individual results of one particular company or group of companies, knowing that business activity may greatly vary from one to the other. The data can be subsequently revised or adjusted. The most recent publications prevail.