



Swiss watchmaking in August 2026

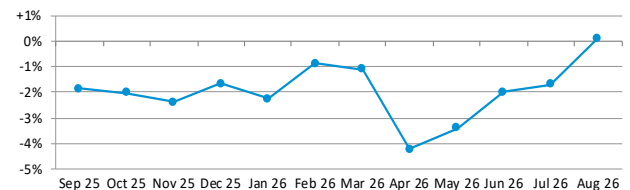
Positive momentum in most main markets

With one more working day than in 2025, August saw growth in Swiss watch exports of 9.1%, taking the twelve-month moving average into positive territory for the first time in two years. The cumulative result for the first eight months of the year stood at +1.7%, exceeding the 17 billion franc threshold.

Swiss watch exports in August 2026

Products	Units (million)	Change	CHF (million)	Change
Wristwatches	1.1	+9.5%	1,704.5	+8.6%
Other products			84.7	+20.4%
Total			1,789.2	+9.1%

12 months moving average



All groups of materials grew by value. Particularly strong momentum was seen in bimetallic watches (+20.1%), which made a significant contribution to the overall performance, alongside watches made from precious metals (+6.9%) and steel models (+2.8%). The increase in volume (+9.0%) was driven by steel watches and those in the *Other materials* category, shipments of which jumped by 20.6%. In total, an additional 95,000 units were exported in August 2026.

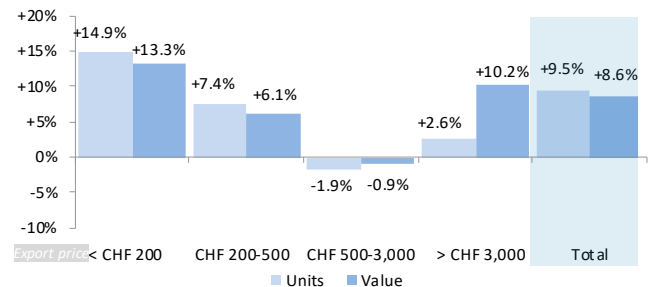
Wristwatches by materials

Materials	Units (in 1,000)	Change	CHF (million)	Change
Precious metal	23.7	-1.3%	660.8	+6.9%
Steel	625.5	+9.0%	538.9	+2.8%
Gold-steel	69.9	+5.9%	355.3	+20.1%
Other metals	65.5	-16.6%	87.8	+3.7%
Other materials	307.6	+20.6%	61.6	+31.9%
Total	1,092.1	+9.5%	1,704.5	+8.6%

Main markets

Markets	CHF (million)	Change	Share
USA	197.5	-19.4%	11.0%
United Kingdom	164.7	+46.1%	9.2%
France	157.3	+113.5%	8.8%
Japan	135.8	+22.1%	7.6%
China	133.5	+15.8%	7.5%
Hong Kong	117.6	+1.4%	6.6%
Total 6 markets	906.6	+17.1%	50.7%

Wristwatches by price categories



All price categories grew except for the 500-3,000 francs segment (export price), which fell back slightly (-0.9%). The increase was particularly marked for watches priced below 200 francs (+13.3%) and over 3,000 francs (+10.2%).

Despite a favourable basis for comparison, exports to the United States declined sharply in August (-19.4%). Conversely, the other main markets grew to a more or less significant degree. The United Kingdom (+46.1%), Japan (+22.1%), China (+15.8%), Hong Kong (+1.4%), Singapore (+8.5%), Germany (+34.0%) and the United Arab Emirates (+6.1%) all increased, benefiting from a favourable base effect. Italy was the exception, posting a marked decline (-40.4%). The results achieved by countries in the European Union must, however, be interpreted with caution: the atypical position of France (+113.5%) could, as the result of a communicating vessels effect, be to the detriment of other markets in the region.