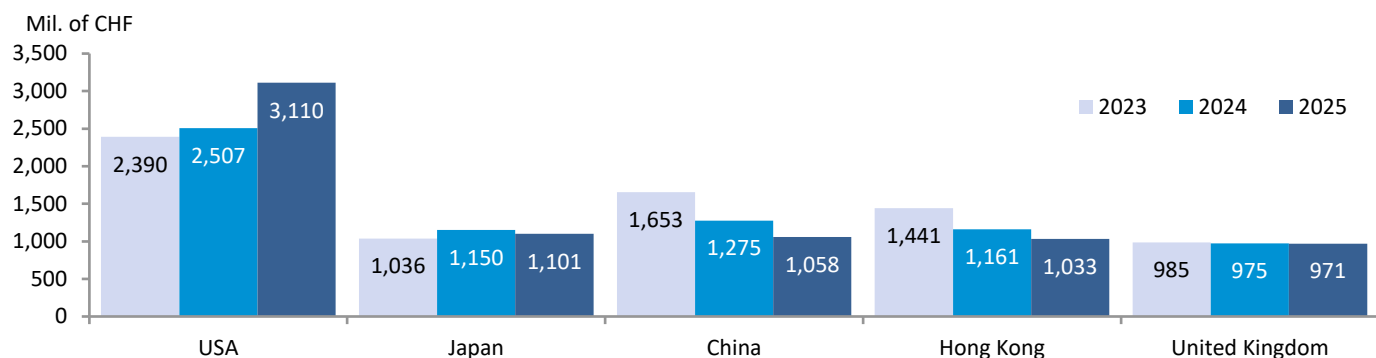




World distribution of Swiss watch exports January-July 2025

Markets	Mil. of CHF			Variation			
	2025	2024	2023	2025/2024		2025/2023	
				(+)	(-)	(+)	(-)
1. USA	3,110.5	2,506.9	2,390.3	+24.1%		+30.1%	
2. Japan	1,100.6	1,150.1	1,035.7		-4.3%	+6.3%	
3. China	1,058.0	1,275.3	1,653.4		-17.0%		-36.0%
4. Hong Kong	1,032.9	1,160.9	1,440.5		-11.0%		-28.3%
5. United Kingdom	970.7	974.5	984.8		-0.4%		-1.4%
6. Singapore	954.3	966.5	964.9		-1.3%		-1.1%
7. France	749.8	784.9	744.6		-4.5%	+0.7%	
8. Germany	745.2	766.8	801.7		-2.8%		-7.1%
9. UAE	730.2	734.0	722.0		-0.5%	+1.1%	
10. Italy	609.0	611.5	637.0		-0.4%		-4.4%
11. South Korea	461.1	449.7	400.0	+2.5%		+15.3%	
12. Spain	296.5	265.4	270.1	+11.7%		+9.8%	
13. Taiwan	240.7	239.7	218.4	+0.4%		+10.2%	
14. Australia	230.8	220.3	229.8	+4.8%		+0.5%	
15. Saudi Arabia	202.6	192.5	216.3	+5.3%			-6.3%
16. Netherlands	195.5	192.6	199.3	+1.5%			-1.9%
17. Turkey	184.7	170.1	169.7	+8.6%		+8.8%	
18. Mexico	179.4	193.1	161.0		-7.1%	+11.5%	
19. Canada	166.6	161.5	168.5	+3.2%			-1.1%
20. Qatar	165.6	162.1	164.7	+2.1%		+0.5%	
21. India	151.7	139.5	116.2	+8.8%		+30.6%	
22. Thailand	130.7	161.5	202.4		-19.1%		-35.4%
23. Ireland	115.7	114.9	109.7	+0.7%		+5.4%	
24. Austria	112.2	135.2	116.9		-17.0%		-4.0%
25. Kuwait	104.9	112.8	99.4		-7.0%	+5.6%	
26. Belgium	91.7	87.3	83.1	+5.0%		+10.3%	
27. Greece	72.5	70.6	76.6	+2.7%			-5.4%
28. Portugal	65.5	63.8	65.1	+2.7%		+0.7%	
29. Bahrain	60.7	63.9	80.8		-5.0%		-24.9%
30. Sweden	57.0	46.4	48.8	+23.0%		+16.8%	
Total 30 markets	14,347.3	14,174.0	14,571.9	+1.2%			-1.5%
Share in %	93.7%	93.4%	93.8%				
Total value	15,316.0	15,168.6	15,536.2	+1.0%			-1.4%



* 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.

FH, August 2025