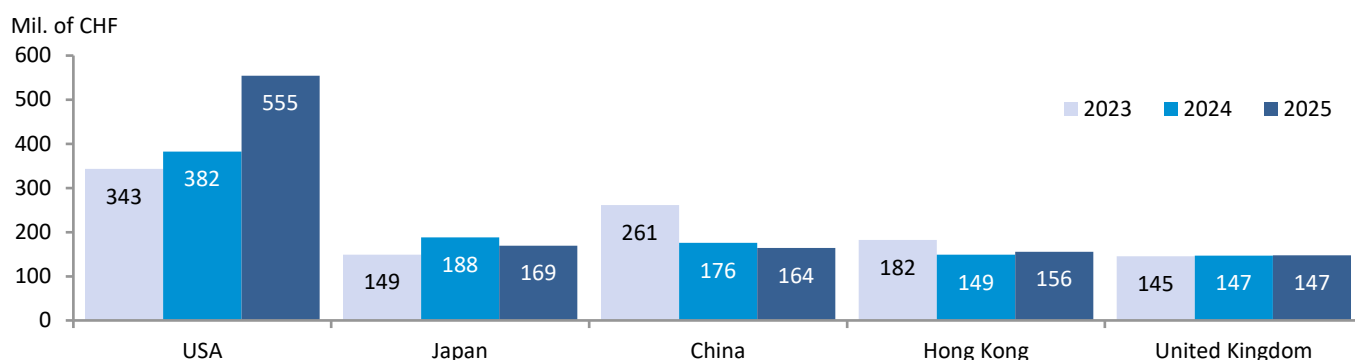




World distribution of Swiss watch exports July 2025

Markets	Mil. of CHF			Variation			
	2025	2024	2023	2025/2024		2025/2023	
				(+)	(-)	(+)	(-)
1. USA	554.5	382.4	343.4	+45.0%		+61.5%	
2. Japan	169.1	188.2	149.0		-10.1%	+13.5%	
3. China	164.2	175.7	261.5		-6.5%		-37.2%
4. Hong Kong	155.6	148.7	182.1	+4.6%			-14.6%
5. United Kingdom	147.2	146.9	145.4	+0.2%		+1.2%	
6. Singapore	147.0	128.0	130.5	+14.8%		+12.7%	
7. France	113.9	111.8	98.1	+1.9%		+16.1%	
8. UAE	108.6	105.5	100.9	+2.9%		+7.6%	
9. Germany	97.9	114.8	115.3		-14.7%		-15.1%
10. Italy	85.6	94.2	87.9		-9.1%		-2.7%
11. South Korea	78.5	64.5	56.4	+21.8%		+39.1%	
12. Spain	44.7	40.3	38.0	+11.0%		+17.7%	
13. Saudi Arabia	31.5	33.0	26.4		-4.5%	+19.1%	
14. Mexico	31.4	27.9	23.9	+12.5%		+31.5%	
15. Australia	31.3	30.4	31.3	+2.9%			-0.0%
16. Turkey	30.3	24.9	27.3	+21.4%		+11.0%	
17. Netherlands	29.0	28.8	30.6	+0.8%			-5.3%
18. Taiwan	26.6	33.1	26.5		-19.6%	+0.6%	
19. Canada	25.6	27.2	25.0		-5.9%	+2.4%	
20. Qatar	25.4	18.3	23.5	+39.0%		+8.1%	
21. India	23.4	25.7	17.7		-8.8%	+32.2%	
22. Thailand	19.6	21.2	25.1		-7.9%		-22.2%
23. Kuwait	18.0	15.9	13.7	+13.5%		+30.9%	
24. Austria	17.7	19.4	17.5		-8.9%	+1.2%	
25. Ireland	16.9	21.2	17.0		-20.2%		-1.0%
26. Greece	14.5	11.0	14.4	+31.9%		+0.8%	
27. Belgium	14.4	15.3	13.7		-5.9%	+4.7%	
28. Portugal	10.7	11.2	9.8		-5.0%	+8.3%	
29. Lebanon	9.4	7.7	4.4	+22.0%		+112.7%	
30. Bahrain	8.8	14.6	9.9		-39.6%		-10.5%
Total 30 markets	2,251.2	2,087.7	2,066.4	+7.8%		+8.9%	
Share in %	93.8%	93.0%	93.7%				
Total value	2,398.7	2,244.1	2,204.4	+6.9%		+8.8%	



* 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