



Swiss watchmaking in September 2026 Growth acceleration

In September, Swiss watch exports rose by 11.7%, marking a fourth consecutive month of growth. Over the first nine months of the year, cumulative export value reached 19.5 billion francs, up 2.7% compared with the same period last year.

Swiss watch exports in September 2026

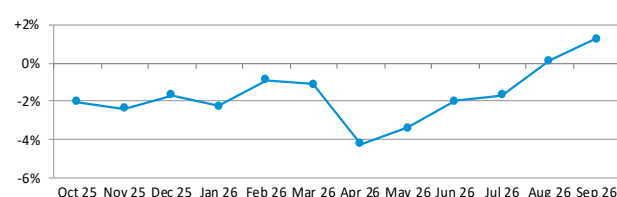
Products	Units (million)	Change	CHF (million)	Change
Wristwatches	1.4	+19.9%	2,125.5	+11.6%
Other products			100.5	+12.9%
Total			2,225.9	+11.7%

In terms of value, the upward trend was primarily driven by steel watches (+13.0%) and bimetallic models (+29.3%), both of which registered double-digit increases. In terms of volume, growth was underpinned by steel watches (+21.5%) and those made from *Other materials* (+17.9%), with these two categories accounting for 81% of items exported. A total of around 228,000 additional watches were exported.

Main markets

Markets	CHF (million)	Change	Share
USA	292.9	+85.7%	13.2%
France	246.5	+128.2%	11.1%
Japan	177.3	+12.3%	8.0%
United Kingdom	164.3	-5.2%	7.4%
Hong Kong	160.5	+3.0%	7.2%
China	130.1	-14.2%	5.8%
Total 6 markets	1,171.6	+29.5%	52.6%

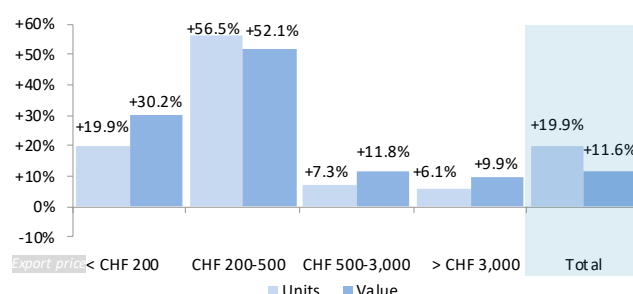
12 months moving average



Wristwatches by materials

Materials	Units (in 1,000)	Change	CHF (million)	Change
Precious metal	30.2	-1.0%	780.1	+1.3%
Steel	788.6	+21.5%	698.7	+13.0%
Gold-steel	108.1	+11.8%	418.5	+29.3%
Other metals	123.9	+29.9%	142.9	+29.4%
Other materials	321.2	+17.9%	85.3	+3.6%
Total	1,372.0	+19.9%	2,125.5	+11.6%

Wristwatches by price categories



Watches with an export price exceeding 3,000 francs saw a 9.9% gain, making a significant contribution to the overall upturn. All other price segments also posted growth, with a particularly sharp increase recorded for watches at an export price below 500 francs (+39.5%).

Driven by a favourable base effect, exports to the United States rose sharply (+85.7%). Japan (+12.3%) and Hong Kong (+3.0%) also registered gains, whereas most other top-10 markets saw a decline. Most notably, China (-14.2%) and the United Kingdom (-5.2%) suffered from an unfavourable base effect. Singapore (-8.3%) and the United Arab Emirates (-9.0%) likewise registered drops. Performance across European Union markets should continue to be interpreted with caution. The exceptional numbers seen in France (+128.2%) may well reflect trade flow reallocations between markets, to the detriment of other countries in the region. On whole, however, the European Union posted an overall rise of 15.5%.