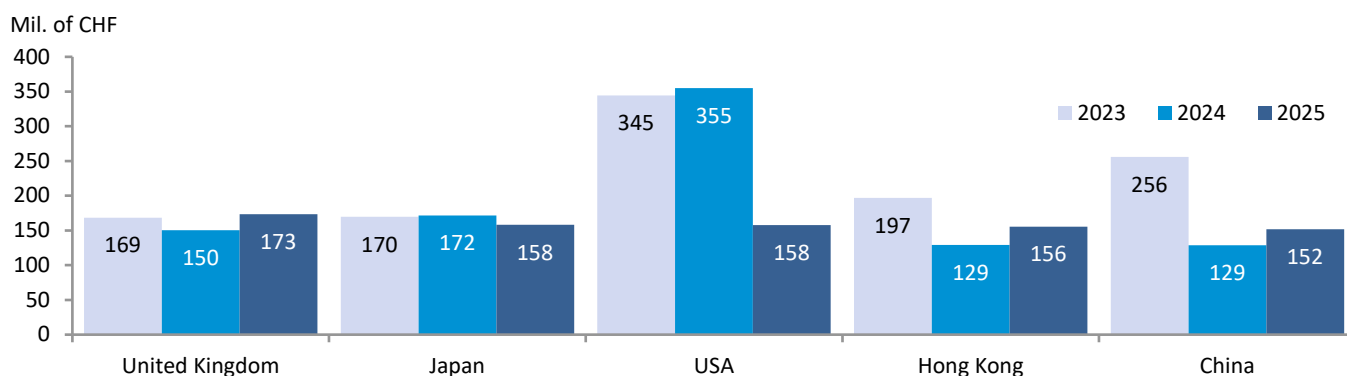




World distribution of Swiss watch exports September 2025

Markets	Mil. of CHF			Variation			
	2025	2024	2023	2025/2024		2025/2023	
				(+)	(-)	(+)	(-)
1. United Kingdom	173.3	150.4	168.6	+15.2%		+2.8%	
2. Japan	158.0	171.6	169.7		-7.9%		-6.9%
3. USA	157.7	354.8	344.6		-55.6%		-54.2%
4. Hong Kong	155.6	129.0	197.1	+20.6%			-21.0%
5. China	151.7	128.8	256.1	+17.8%			-40.8%
6. Singapore	133.4	123.1	143.5	+8.3%			-7.1%
7. France	107.9	111.8	116.6		-3.5%		-7.4%
8. Germany	103.6	121.2	114.2		-14.6%		-9.3%
9. UAE	100.6	101.4 *	103.9		-0.8%		-3.2%
10. Italy	92.0	95.8 *	93.9		-3.9%		-2.0%
11. South Korea	64.9	53.4 *	64.4	+21.5%		+0.8%	
12. Spain	44.7	40.0	38.0	+11.7%		+17.6%	
13. Australia	38.6	33.8	36.3	+14.3%		+6.4%	
14. Mexico	37.7	26.2	30.2	+44.1%		+24.9%	
15. India	31.2	24.3	20.5	+28.3%		+52.0%	
16. Canada	30.5	25.9 *	31.7	+18.0%			-3.6%
17. Saudi Arabia	29.0	27.5	29.6	+5.7%			-2.0%
18. Taiwan	28.3	29.9	42.4		-5.5%		-33.3%
19. Netherlands	27.0	24.2	27.0	+11.4%			-0.3%
20. Turkey	26.4	20.0	20.3	+32.2%		+30.3%	
21. Thailand	22.8	20.3	30.9	+12.3%			-26.3%
22. Qatar	22.7	22.5	19.4	+0.7%		+16.9%	
23. Ireland	20.3	19.4	16.5	+5.1%		+23.3%	
24. Kuwait	18.3	15.7	17.1	+17.0%		+7.4%	
25. Austria	17.2	14.4 *	15.5	+19.4%		+11.1%	
26. Belgium	15.8	16.2	16.2		-2.5%		-2.1%
27. Brazil	10.6	4.5	4.7	+134.6%		+125.9%	
28. Portugal	9.8	8.0	9.7	+23.5%		+1.7%	
29. Bahrain	9.4	7.1	10.0	+33.7%			-5.9%
30. Greece	8.0	8.6 *	10.0		-6.1%		-19.3%
Total 30 markets	1,847.2	1,929.6	2,198.3		-4.3%		-16.0%
Share in %	92.7%	93.8%	93.9%				
Total value	1,993.4	2,057.0	2,340.9		-3.1%		-14.8%



* 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.