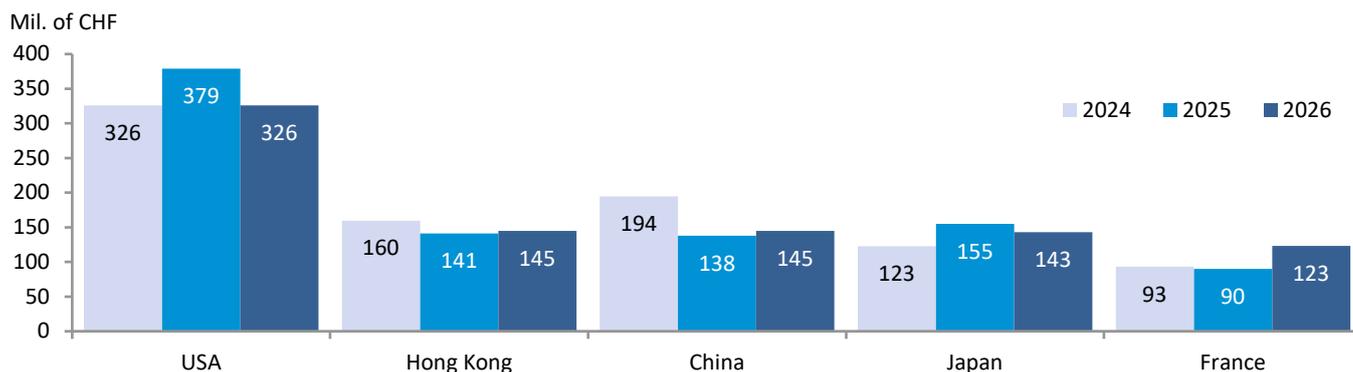




World distribution of Swiss watch exports January 2026

Markets	Mil. of CHF			Variation			
	2026	2025	2024	2026/2025		2026/2024	
				(+)	(-)	(+)	(-)
1. USA	325.9	379.0	325.9		-14.0%		-0.0%
2. Hong Kong	144.7	141.1	159.8	+2.6%			-9.4%
3. China	144.7	137.8	194.4	+5.0%			-25.6%
4. Japan	143.2	154.8	122.7		-7.5%	+16.7%	
5. France	123.2	90.0	93.4	+36.8%		+31.9%	
6. UAE	120.5	111.4	97.5	+8.1%		+23.6%	
7. Singapore	109.2	127.4	122.8		-14.3%		-11.1%
8. United Kingdom	105.7	112.8	109.3		-6.3%		-3.3%
9. Germany	77.4	92.5	93.2		-16.4%		-17.0%
10. South Korea	75.4	68.5	58.7	+10.1%		+28.4%	
11. Italy	66.4	68.5	76.0		-3.0%		-12.5%
12. Australia	34.4	37.3	35.5		-7.7%		-3.0%
13. Spain	28.2	34.6 *	32.2		-18.7%		-12.5%
14. Turkey	26.2	27.6	20.6		-5.3%	+26.9%	
15. India	25.0	19.7	13.6	+27.4%		+84.5%	
16. Saudi Arabia	24.9	23.6	15.7	+5.3%		+58.0%	
17. Taiwan	24.8	25.0	26.2		-0.8%		-5.5%
18. Mexico	23.8	20.3	21.6	+17.4%		+10.1%	
19. Canada	19.9	22.1	20.0		-9.6%		-0.1%
20. Qatar	18.9	37.6	37.5		-49.8%		-49.7%
21. Thailand	18.0	18.9	20.4		-4.7%		-12.0%
22. Netherlands	17.4	28.9	24.8		-39.7%		-29.8%
23. Kuwait	16.1	14.6	11.1	+10.7%		+46.0%	
24. Ireland	15.6	11.6	12.9	+35.0%		+20.8%	
25. Central African Rep.	14.7	0.0	0.0	—	—	—	—
26. Austria	13.9	15.3	15.2		-9.1%		-8.6%
27. Oman	10.4	8.1	5.3	+28.1%		+98.3%	
28. Bahrain	8.8	8.3	5.2	+5.6%		+69.9%	
29. Belgium	8.6	11.3	11.4		-23.9%		-24.4%
30. Greece	7.9	7.3	6.9	+7.8%		+13.4%	
Total 30 markets	1,793.7	1,855.8	1,789.7		-3.3%	+0.2%	
Share in %	93.3%	93.1%	93.4%				
Total value	1,922.3	1,993.5	1,915.7		-3.6%	+0.3%	



* 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.