

Swiss watch exports by region June 2025

Regions	Wrist-watches				Total value		
	Units	Variation 2025/2024	Mil. of CHF	Variation 2025/2024	Mil. of CHF	Variation 2025/2024	Share 2025
Europe	504,085	-3.5%	681.0	-2.4%	735.0	-1.1%	34.2%
European Union	384,220	-5.9%	493.3	-3.1%	541.7	-1.5%	25.2%
Eastern Europe	10,633	+10.5%	6.1	+2.4%	6.3	+3.4%	0.3%
Other European countries	109,232	+4.7%	181.6	-0.5%	187.0	-0.0%	8.7%
Africa	7,389	-26.8%	12.2	+16.8%	12.4	+17.8%	0.6%
Asia	384,040	-15.6%	939.3	-5.0%	972.1	-5.2%	45.2%
Middle East	75,271	-16.1%	189.2	-7.3%	191.5	-8.1%	8.9%
Far East	218,010	-15.1%	553.8	-5.9%	572.6	-6.4%	26.6%
Other Asian countries	90,759	-16.1%	196.3	-0.0%	208.0	+1.0%	9.7%
America	255,524	-10.7%	374.5	-16.7%	393.0	-15.0%	18.3%
North America	216,373	-9.8%	318.1	-17.9%	335.6	-16.0%	15.6%
South America	39,151	-15.2%	56.4	-9.2%	57.3	-8.9%	2.7%
Oceania	15,777	-5.6%	37.6	+2.9%	38.5	+3.1%	1.8%
World	1,166,815	-9.6%	2,044.4	-6.3%	2,151.1	-5.6%	100.0%

Total value - Variations

Total value - Share





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. FH, July 2025