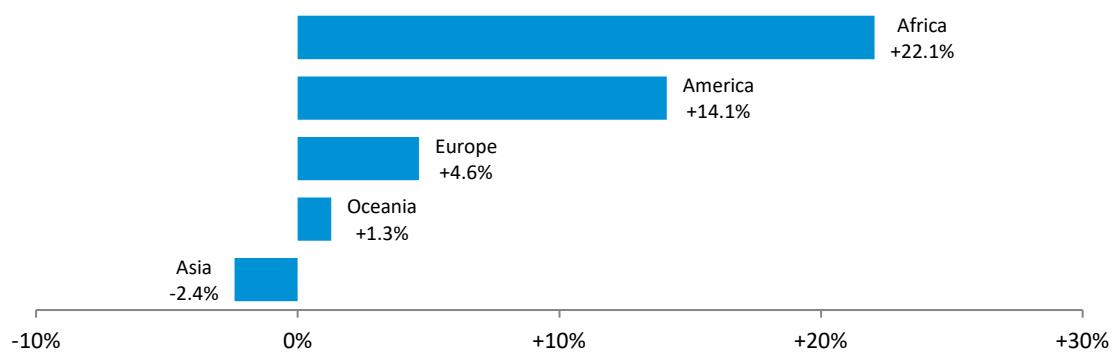




Swiss watch exports by region  
December 2025

Regions	Wrist-watches				Total value		
	Units	Variation 2025/2024	Mil. of CHF	Variation 2025/2024	Mil. of CHF	Variation 2025/2024	Share 2025
Europe	574,312	+0.3%	583.4	+4.3%	621.3	+4.6%	29.6%
European Union	438,393	-1.1%	420.8	+2.0%	453.8	+2.6%	21.6%
Eastern Europe	13,980	+35.1%	6.5	+28.7%	6.7	+28.9%	0.3%
Other European countries	121,939	+2.5%	156.0	+10.0%	160.8	+9.8%	7.6%
Africa	8,841	-34.5%	16.8	+20.2%	17.3	+22.1%	0.8%
Asia	473,948	+10.4%	906.6	-2.4%	937.7	-2.4%	44.6%
Middle East	162,715	+32.5%	221.4	-7.1%	224.9	-7.4%	10.7%
Far East	214,877	+0.1%	497.5	-4.3%	516.8	-4.2%	24.6%
Other Asian countries	96,356	+5.1%	187.7	+10.0%	196.0	+9.9%	9.3%
America	311,937	+24.1%	475.1	+14.4%	486.6	+14.1%	23.1%
North America	266,730	+24.8%	422.9	+18.3%	433.6	+17.8%	20.6%
South America	45,207	+20.0%	52.3	-9.4%	52.9	-9.3%	2.5%
Oceania	22,747	-16.1%	38.9	+0.8%	39.6	+1.3%	1.9%
World	1,391,785	+7.6%	2,020.8	+3.3%	2,102.5	+3.3%	100.0%

Total value - Variations



Total value - Share

