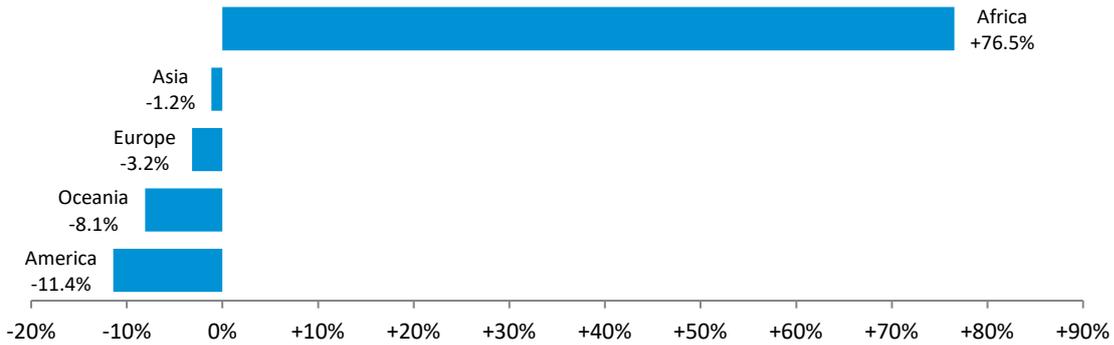




Swiss watch exports by region January 2026

Regions	Wrist-watches				Total value		
	Units	Variation 2026/2025	Mil. of CHF	Variation 2026/2025	Mil. of CHF	Variation 2026/2025	Share 2025
Europe	416,321	-5.7%	497.9	-2.4%	537.0	-3.2%	27.9%
<i>European Union</i>	314,554	-6.2%	362.6	-1.2%	396.5	-2.2%	20.6%
<i>Eastern Europe</i>	10,899	+24.6%	4.0	-0.6%	4.2	+0.9%	0.2%
<i>Other European countries</i>	90,868	-6.8%	131.3	-5.6%	136.3	-6.1%	7.1%
Africa	9,279	-18.6%	26.3	+77.3%	26.5	+76.5%	1.4%
Asia	445,792	+12.5%	889.2	-1.8%	927.3	-1.2%	48.2%
<i>Middle East</i>	78,717	-16.1%	214.1	-2.2%	218.6	-2.1%	11.4%
<i>Far East</i>	260,266	+23.0%	514.3	+0.3%	535.5	+1.0%	27.9%
<i>Other Asian countries</i>	106,809	+17.4%	160.8	-7.4%	173.3	-6.3%	9.0%
America	239,131	-1.0%	381.1	-11.6%	396.4	-11.4%	20.6%
<i>North America</i>	199,078	+1.2%	331.2	-14.1%	345.9	-13.8%	18.0%
<i>South America</i>	40,053	-10.6%	49.9	+8.9%	50.5	+8.7%	2.6%
Oceania	28,131	+12.1%	34.1	-8.1%	35.0	-8.1%	1.8%
World	1,138,654	+2.0%	1,828.6	-3.7%	1,922.3	-3.6%	100.0%

Total value - Variations



Total value - Share

