

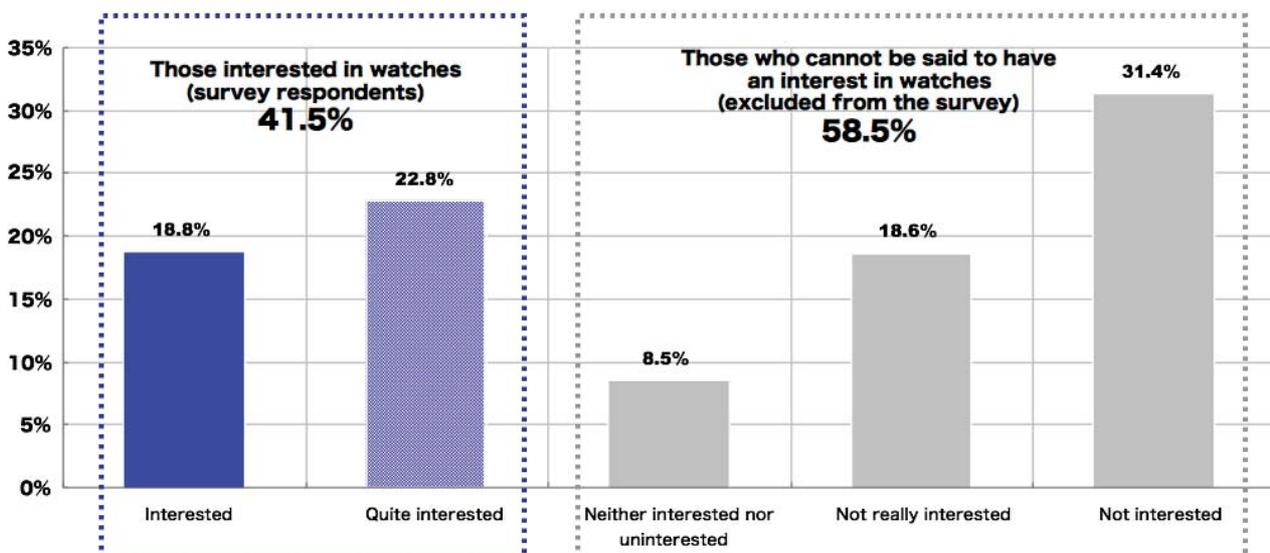


Wristwatch Consumer Awareness Survey (Summary) 2008

Following on from its 2006 survey, the Federation of the Swiss Watch Industry FH has carried out a questionnaire-based survey of Japanese consumers' awareness, buying patterns and so forth with regard to watches. Water Studio was commissioned to carry out the survey, conducted via the internet, and the respondents taking part were men and women aged 20 and above who have an interest in luxury watches. The survey was carried out on 18th January 2008, and 1,106 valid responses were obtained. The following analysis is that carried out by Water Studio.

Survey area	The whole of Japan
Survey method	Internet survey
Sample	Men and women (distributed evenly) aged 20 and above, with an interest in luxury watches. (The sample was taken from those who answered the preliminary survey question "Are you interested in watches costing 100,000 yen or more?" with the response "Yes, I'm interested," or "I'm quite interested.")
Survey date	Friday 18 th January, 2008
No. of valid responses	1,106

Preliminary Survey: Level of interest in watches costing 100,000 yen or more (n = 3,937)

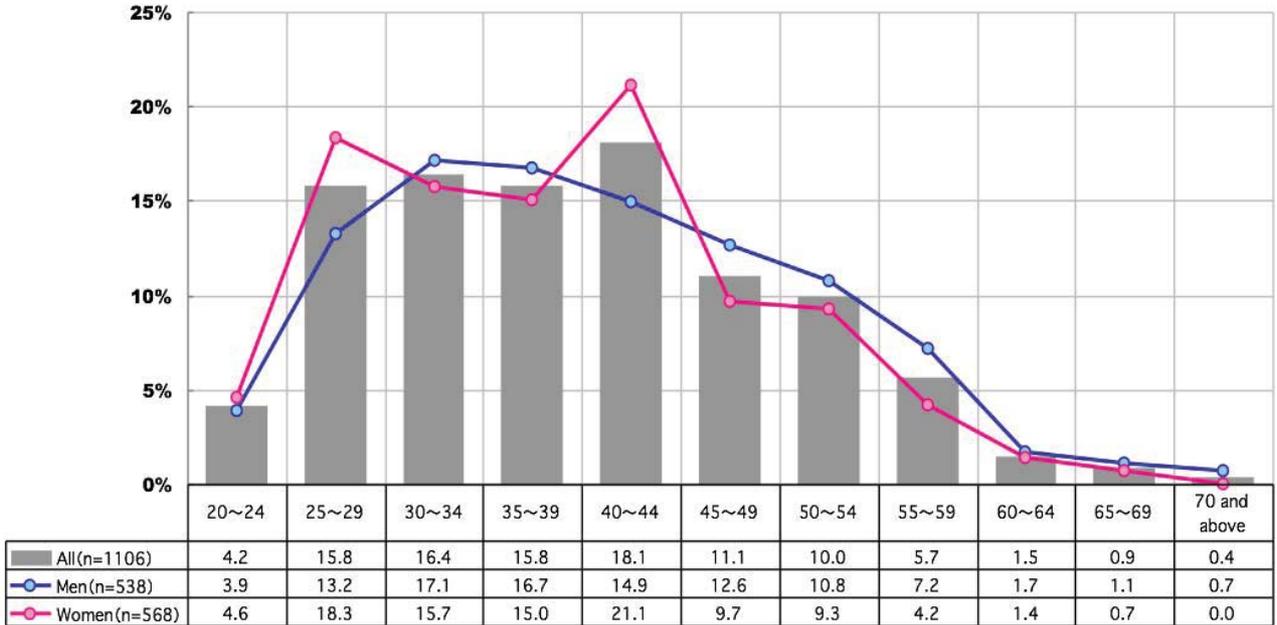




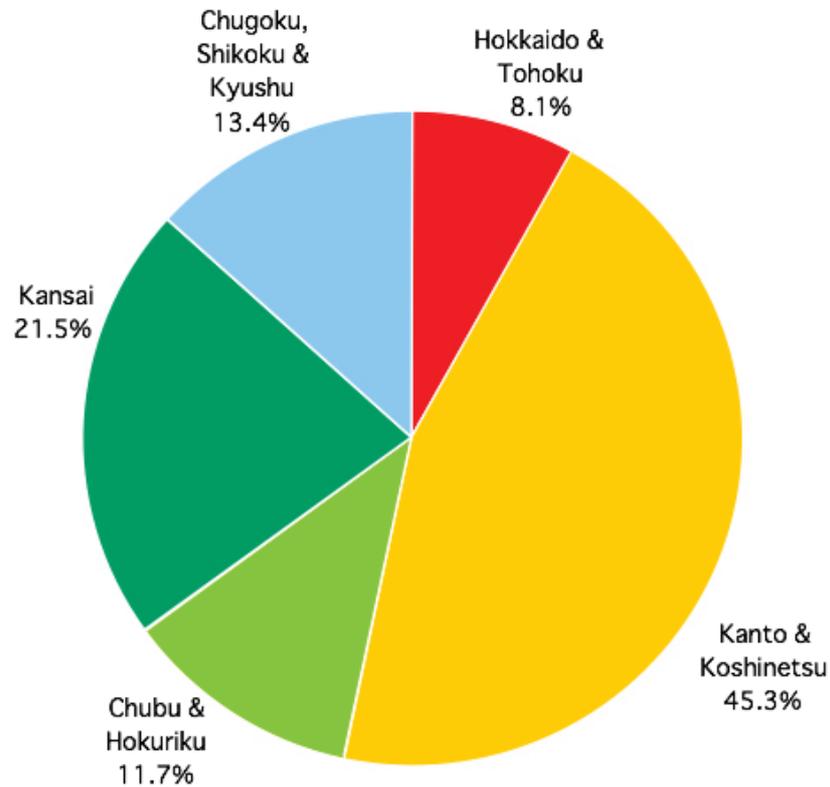
Gender/age breakdown

Average age of the sample as a whole: 39.4; Men:40.3; Women: 38.6

Among the men, those in their 30's had the highest level of interest. Among the women, it was those aged 40 to 44 who were most interested.



Regional breakdown



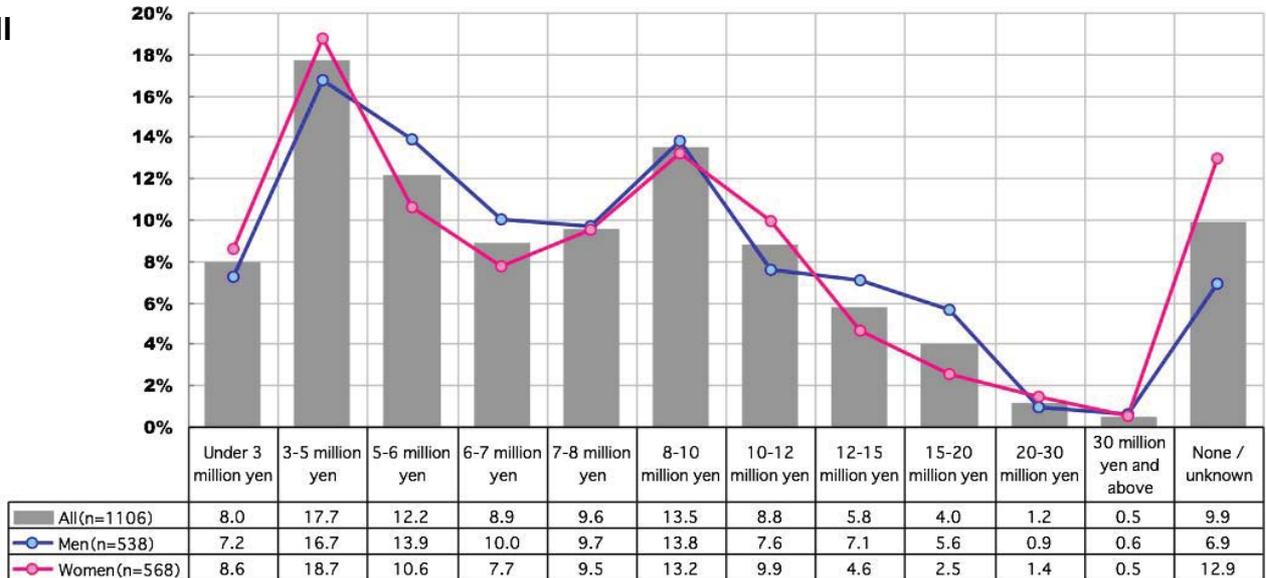


Household annual income

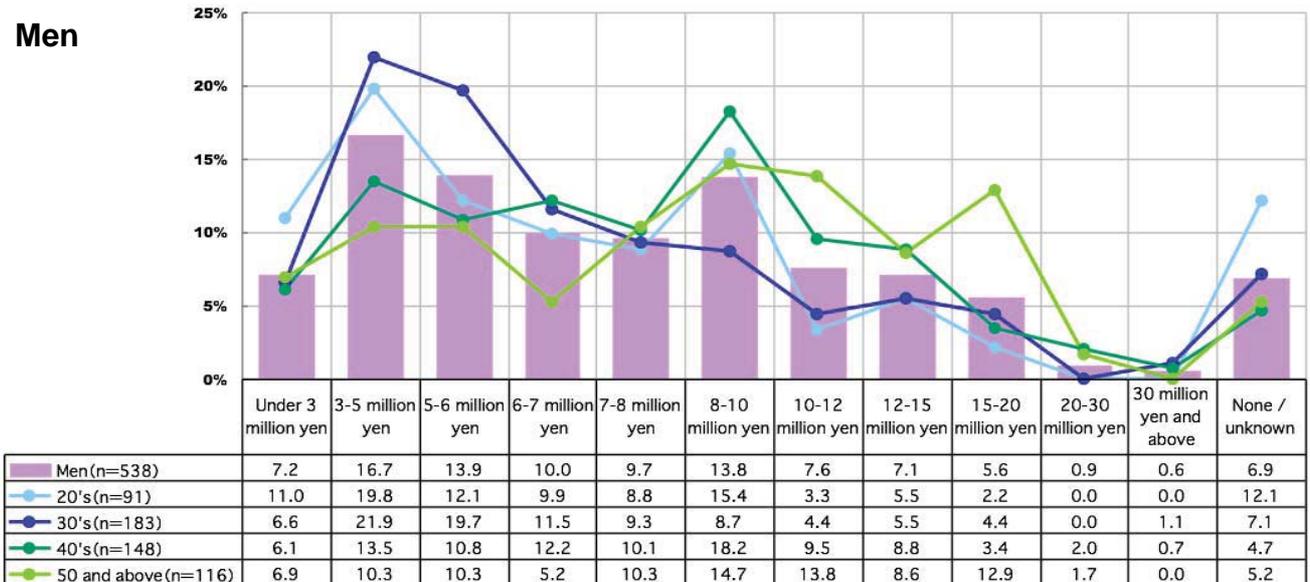
Average of sample as a whole: 7.67 million yen; Men: 7.87million; Women: 7.47million

Averages by gender and age group - Men in their 20's: 6.59 million yen; in their 30's: 7.1 million; in their 40's: 8.34 million; men aged 50 and above: 9.38 million. Women in their 20's: 6.71 million yen; in their 30's: 6.39 million; in their 40's: 8.46 million; women aged 50 and above: 8.47 million. (All figures are deemed averages, having excluded the response "none/unknown")

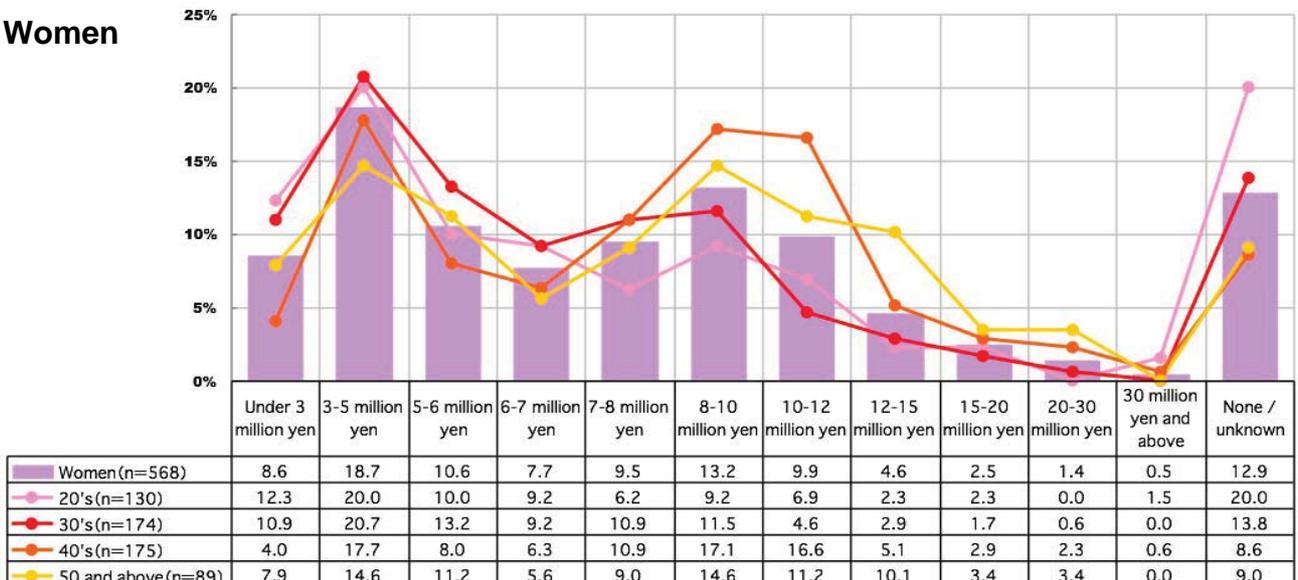
All



Men



Women



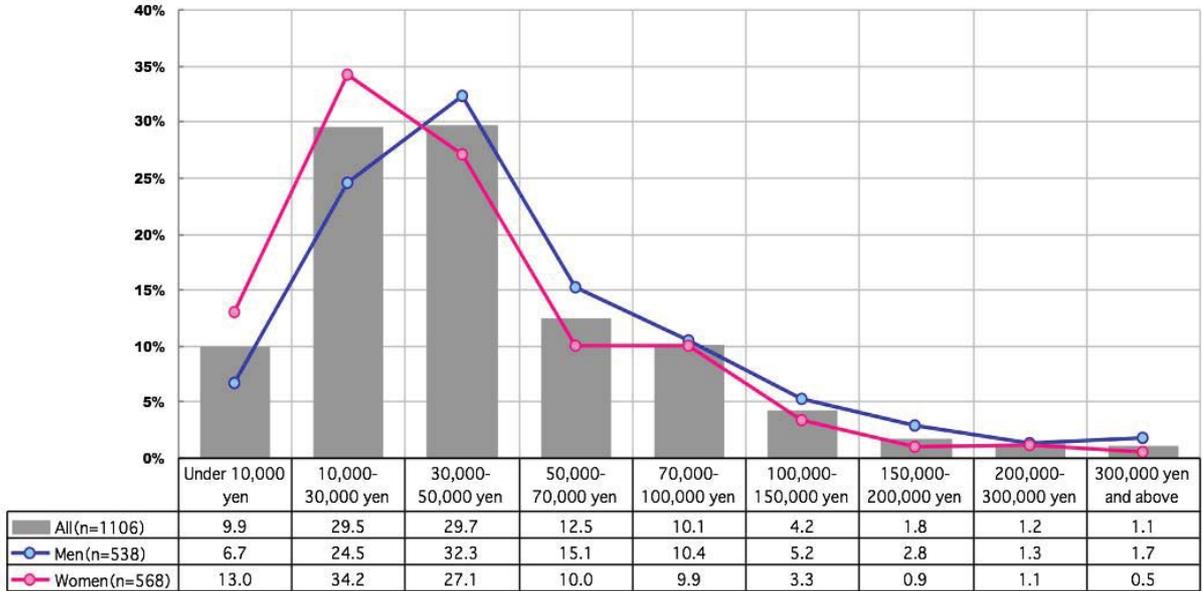


Amount available for spending (monthly)

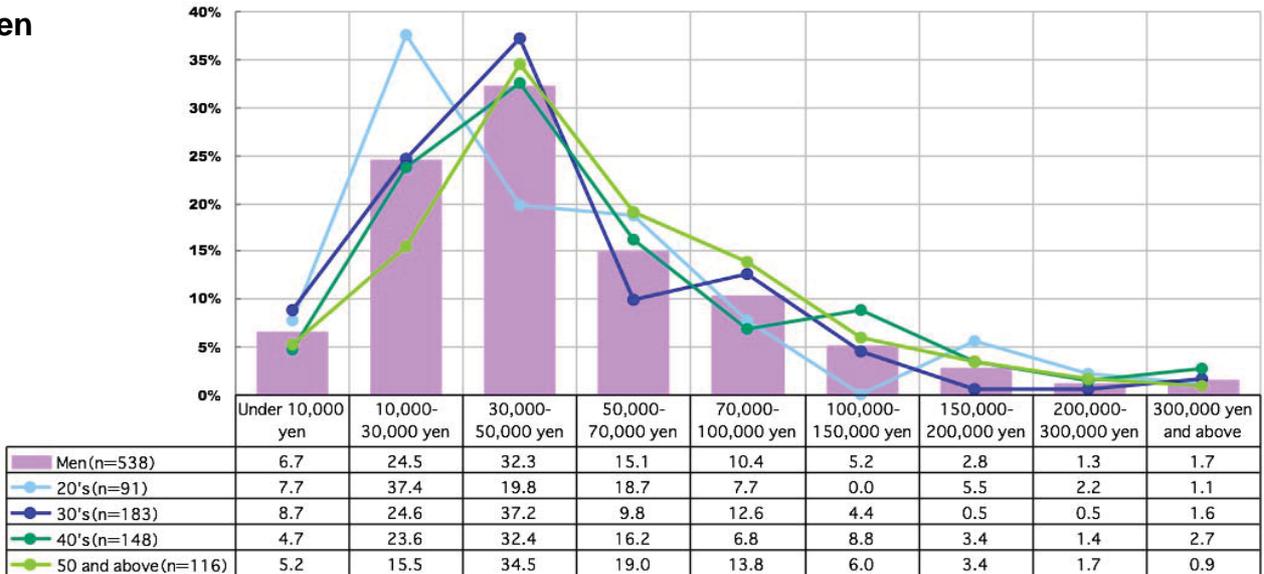
Average of the sample as a whole: 49,000 yen; Men: 55,700 yen; Women: 42,700 yen.

Averages by gender and age group - Men in their 20's: 51,900 yen; in their 30's: 49,500 yen; in their 40's: 61,800 yen; men aged 50 and above: 60,700 yen. Women in their 20's: 44,000 yen; in their 30's: 36,400 yen; in their 40's: 46,200 yen; women aged 50 and above: 46,000 yen. (All figures are deemed averages)

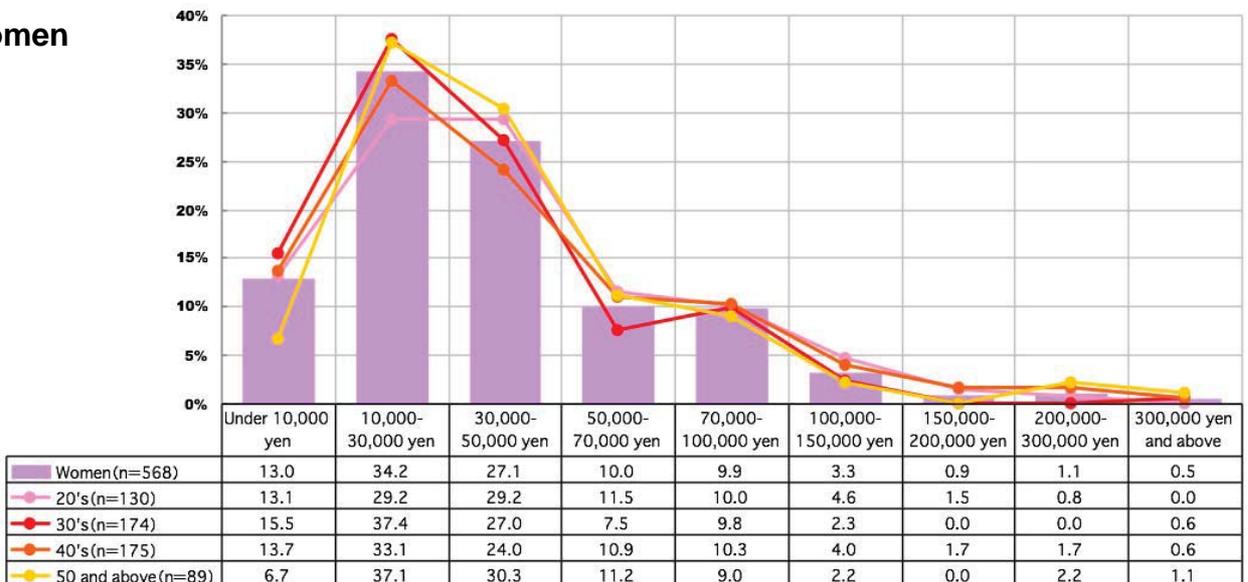
All



Men



Women

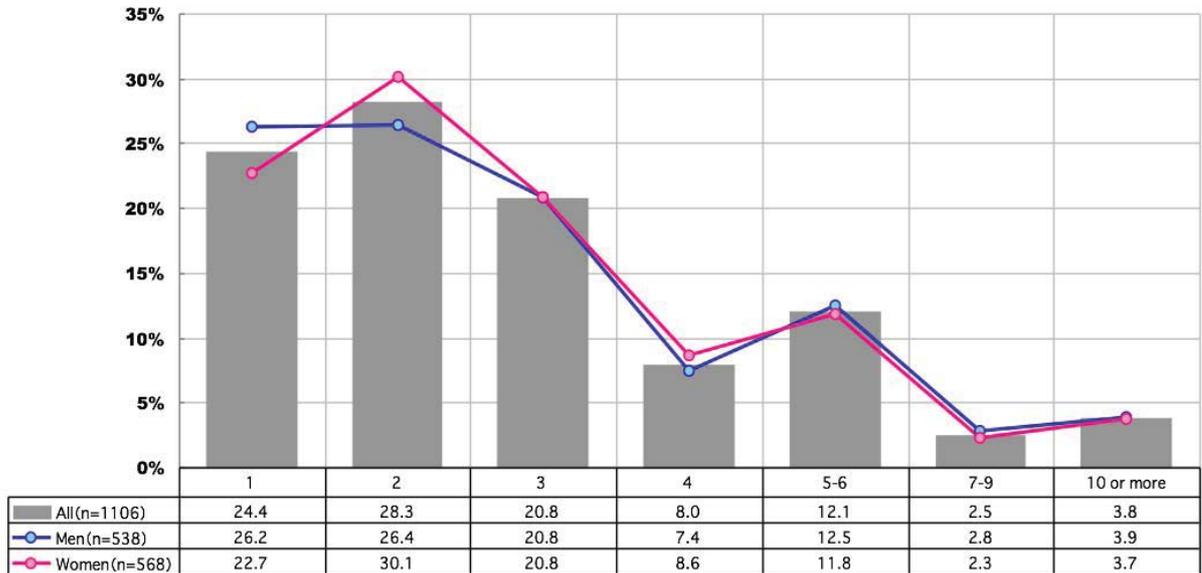




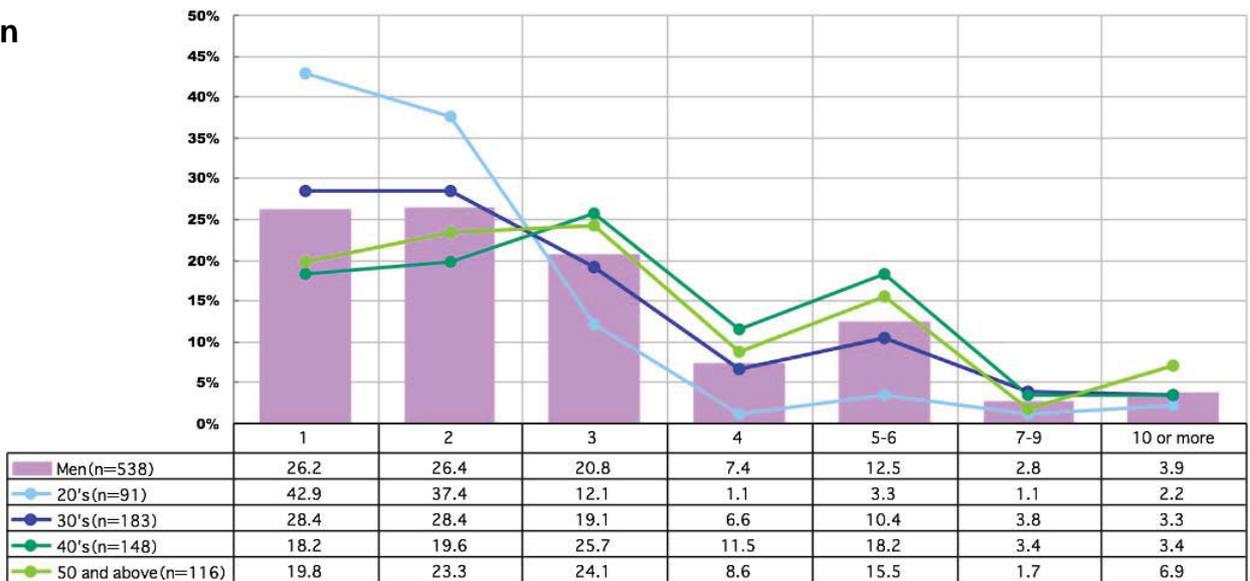
Number of watches owned

The lines for both men and women in their 20's and 30's show major changes. While the number of watches owned among men increases as they get older, among women, by contrast, those in their 30's and above tend not to increase the number they own as they get older.

All



Men



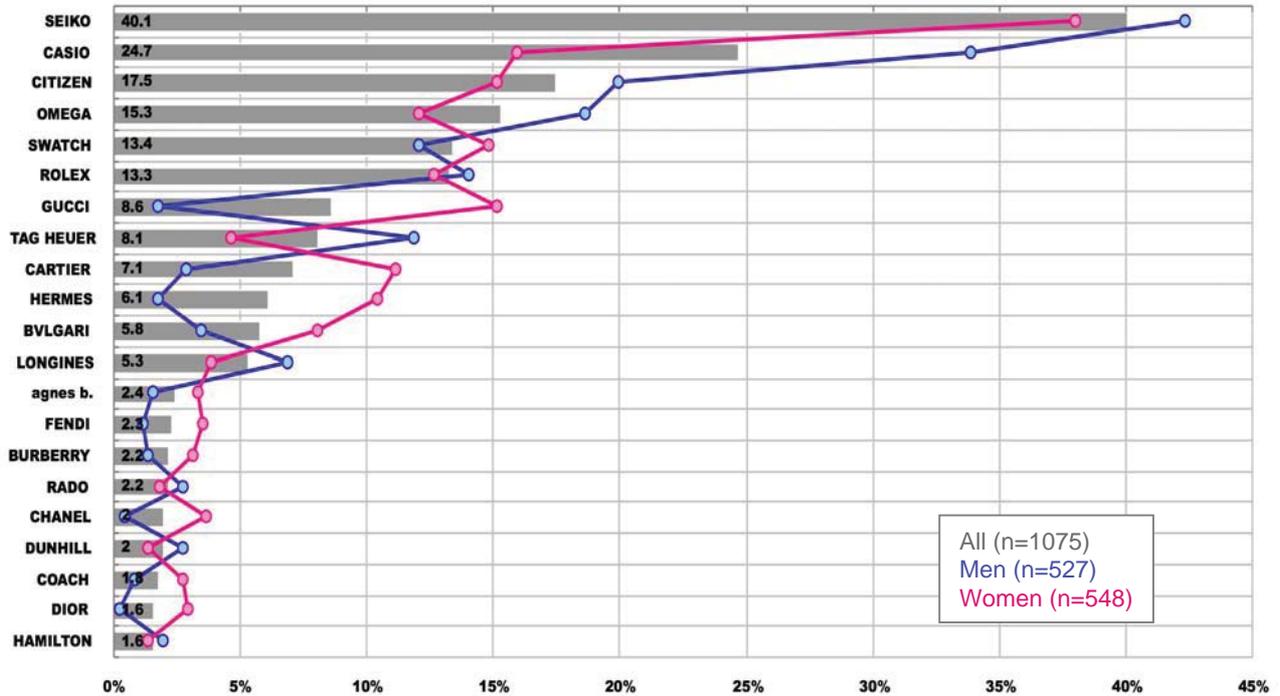
Women





Brands of watch owned

Among the brands of watch that respondents actually own, the domestic brands Seiko, Casio and Citizen came top. One can see clearly that fashionable brands are very popular among women.



Brand	All	Men	20's	30's	40's	50 and above	Women	20's	30's	40's	50 and above
Numbers of responses	1075	527	88	179	145	115	548	121	170	171	86
SEIKO	40.1	42.3	29.5	33.5	45.5	61.7	38.0	26.4	32.9	40.9	58.1
CASIO	24.7	33.8	34.1	36.9	39.3	21.7	15.9	9.9	20.0	18.7	10.5
CITIZEN	17.5	19.9	6.8	17.3	25.5	27.0	15.1	8.3	15.9	14.0	25.6
OMEGA	15.3	18.6	17.0	20.1	20.0	15.7	12.0	6.6	10.0	15.8	16.3
SWATCH	13.4	12.0	17.0	10.6	15.9	5.2	14.8	9.9	21.2	16.4	5.8
ROLEX	13.3	14.0	4.5	12.8	18.6	17.4	12.6	5.8	13.5	13.5	18.6
GUCCI	8.6	1.7	0.0	2.2	0.7	3.5	15.1	13.2	15.9	18.1	10.5
TAG HEUER	8.1	11.8	1.1	13.4	17.9	9.6	4.6	3.3	6.5	4.1	3.5
CARTIER	7.1	2.8	1.1	2.8	3.4	3.5	11.1	5.0	11.8	15.8	9.3
HERMES	6.1	1.7	2.3	1.1	1.4	2.6	10.4	4.1	11.8	14.6	8.1
BVLGARI	5.8	3.4	1.1	4.5	3.4	3.5	8.0	7.4	8.2	8.8	7.0
LONGINES	5.3	6.8	0.0	3.9	6.2	17.4	3.8	0.8	3.5	5.3	5.8
agnes b.	2.4	1.5	2.3	2.8	0.7	0.0	3.3	4.1	4.7	2.9	0.0
FENDI	2.3	1.1	0.0	2.2	0.7	0.9	3.5	2.5	2.9	5.3	2.3
BURBERRY	2.2	1.3	0.0	0.6	1.4	3.5	3.1	0.8	4.1	1.8	7.0
RADO	2.2	2.7	0.0	0.6	2.8	7.8	1.8	0.0	2.4	1.8	3.5
CHANEL	2.0	0.4	0.0	0.0	1.4	0.0	3.6	0.8	2.4	6.4	4.7
DUNHILL	2.0	2.7	1.1	0.6	5.5	3.5	1.3	0.0	1.8	1.8	1.2
COACH	1.8	0.8	0.0	0.6	1.4	0.9	2.7	0.8	4.7	1.8	3.5
DIOR	1.6	0.2	0.0	0.0	0.0	0.9	2.9	0.0	4.7	4.1	1.2
HAMILTON	1.6	1.9	0.0	3.4	2.8	0.0	1.3	0.8	1.8	1.2	1.2
ck CALVIN KLEIN WATCHES	1.3	0.8	1.1	1.1	0.0	0.9	1.8	0.8	1.8	2.9	1.2
TIFFANY	1.3	0.2	0.0	0.0	0.7	0.0	2.4	0.8	3.5	1.8	3.5
ORIS	1.2	1.9	0.0	1.7	2.8	2.6	0.5	0.8	1.2	0.0	0.0
BREITLING	1.1	1.9	0.0	2.8	1.4	2.6	0.4	0.0	0.6	0.6	0.0
FOLLI FOLLIE	0.9	0.0	0.0	0.0	0.0	0.0	1.8	3.3	2.4	1.2	0.0

(Figures given are percentages)

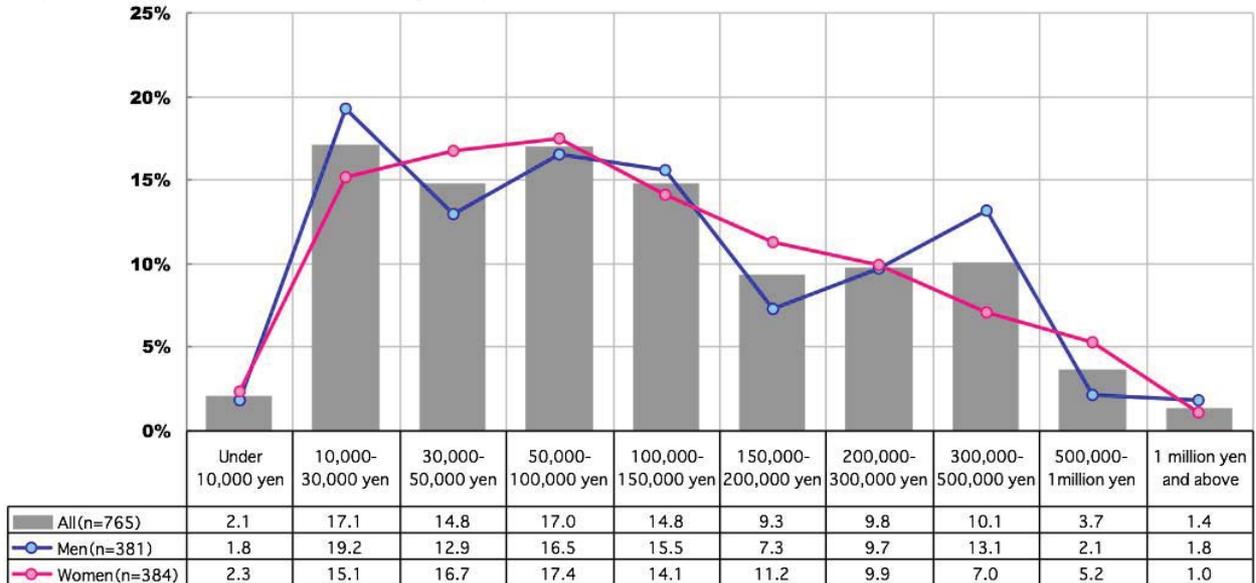


The amount spent on watches that respondents own

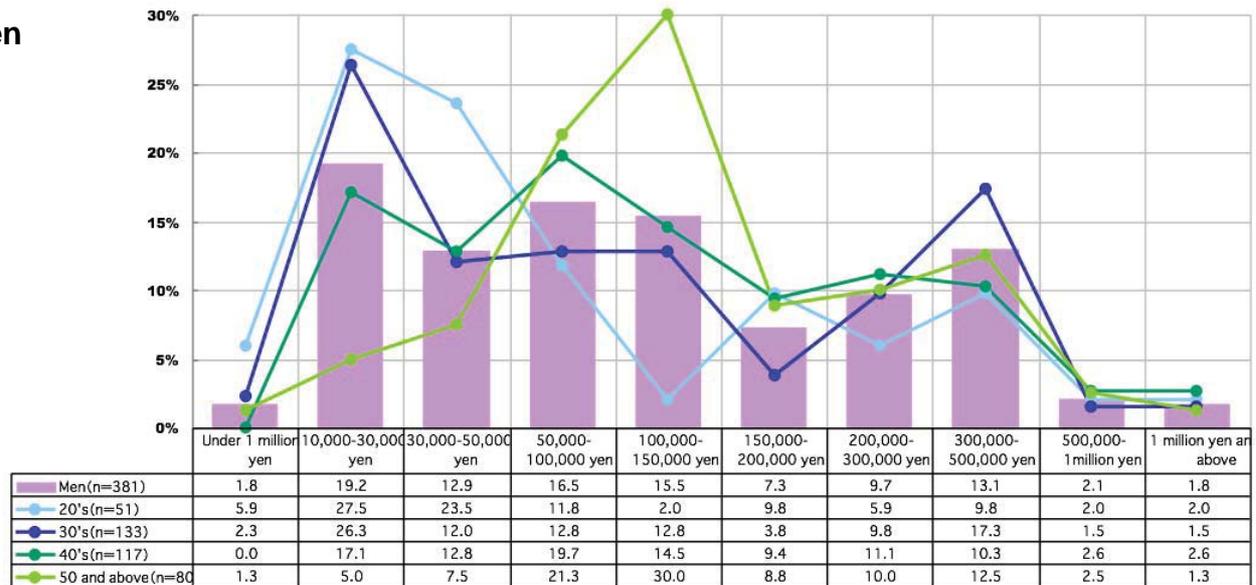
Average of sample as a whole: 156,100 yen; Men: 163,400; Women: 148,900

Averages by gender and age group - Men in their 20's: 155,700 yen; in their 30's: 148,400 yen; in their 40's: 179,800 yen; men aged 50 and above: 169,000 yen. Women in their 20's: 86,700 yen; in their 30's: 133,400 yen; in their 40's: 168,700 yen; women aged 50 and above: 220,000 yen. (All figures are calculated from responses given by those who specified the amount they had paid for their watch when answering the questionnaire).

All



Men



Women





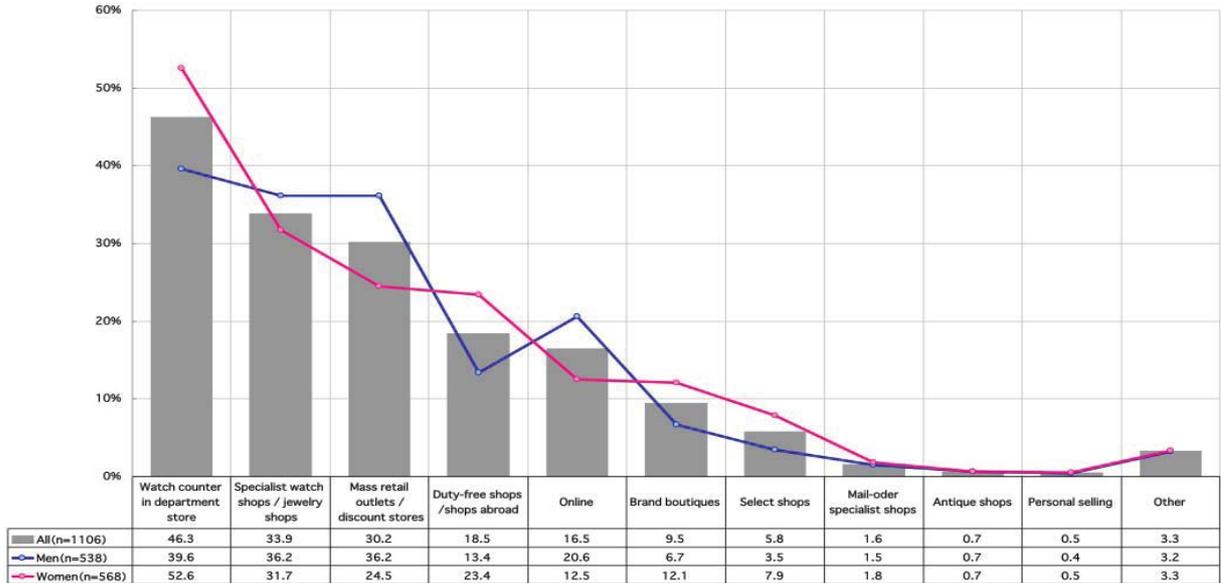
Where respondents buy their watches

Although department stores are the most popular place to buy watches, there is a difference in terms of the second most popular, as women cite specialist shops, while men prefer mass retail outlets.

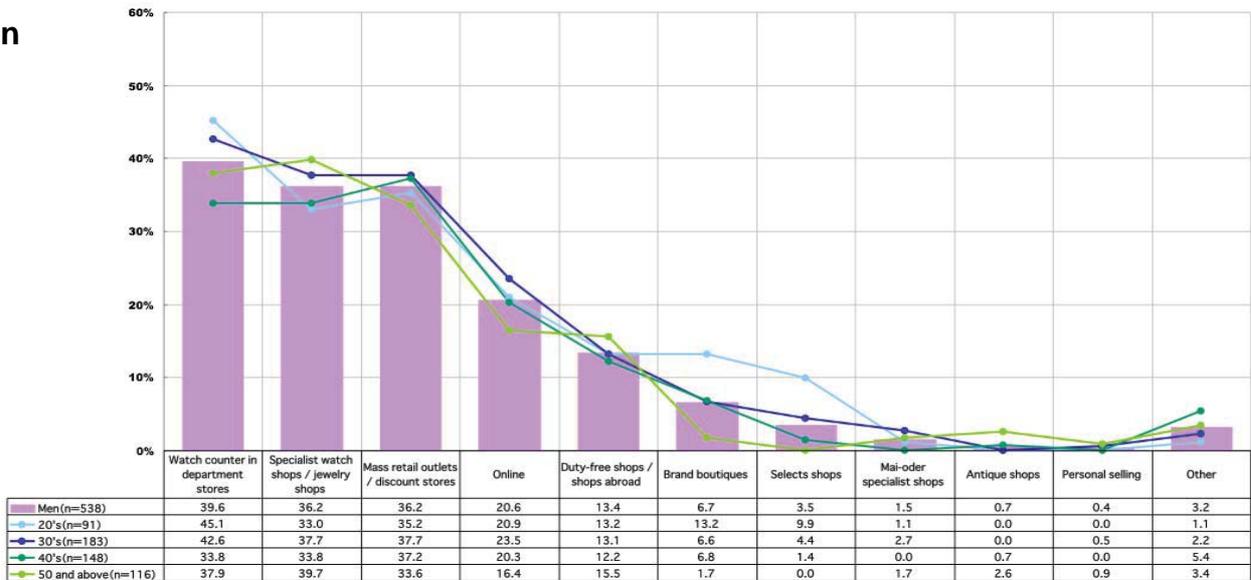
20.6% of men buy their watches online, ranking fourth overall.

Although 12.5% of women buy their watches online, this considerably lags behind duty-free shops and shops abroad.

All



Men



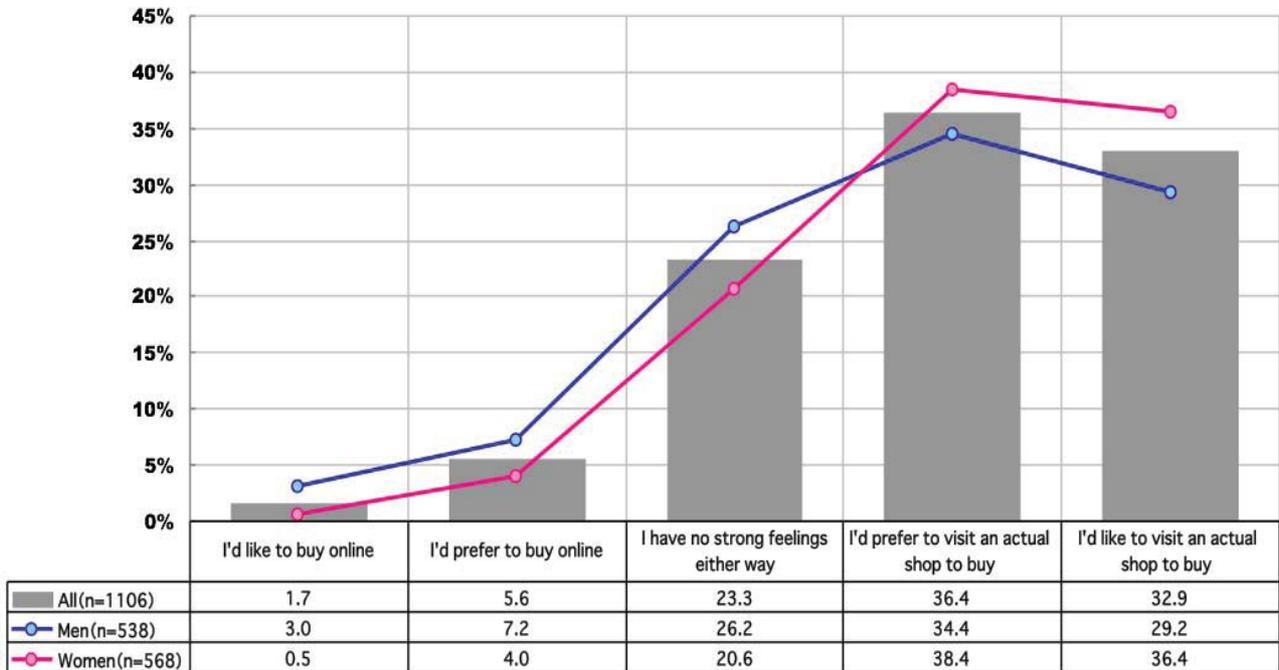
Women





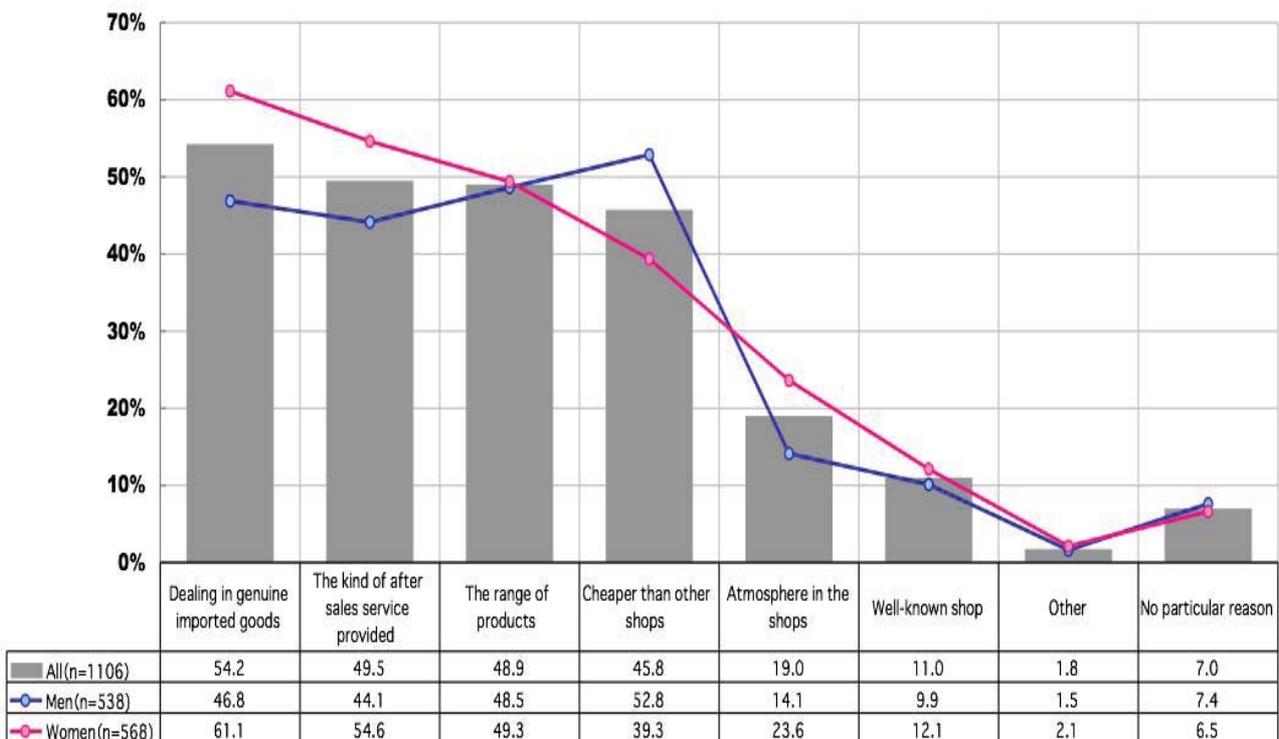
Intention to buy a watch online

Among both men and women there is little change from age group to age group, with men overall having a lower level of objection to buying online.



Important points considered when choosing a shop

It's clear that for women, it's important that the shop stocks genuine (i.e. not fake) imported goods, whereas for men, price is what matters.





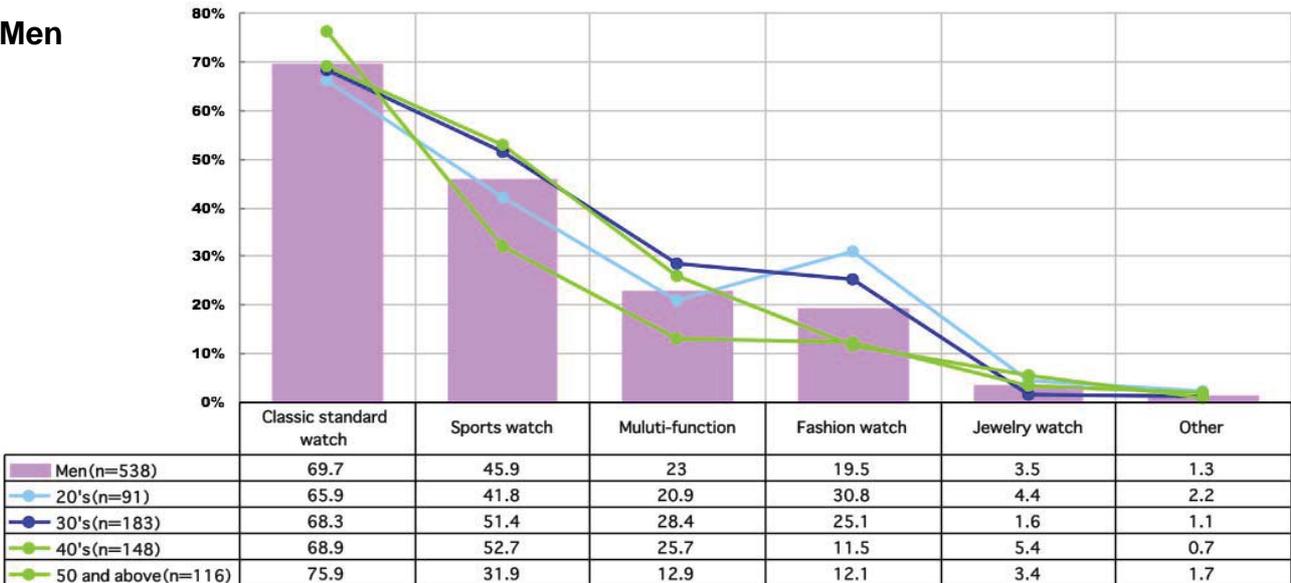
The type of watch that respondents like

The results show a clear difference in the preferences of men and women, and the rankings are switched round. Women like fashion watches and jewelry watches, whereas men have a preference for sports and multi-function watches. Both men and women have a tendency to prefer fashion watches the younger their age group.

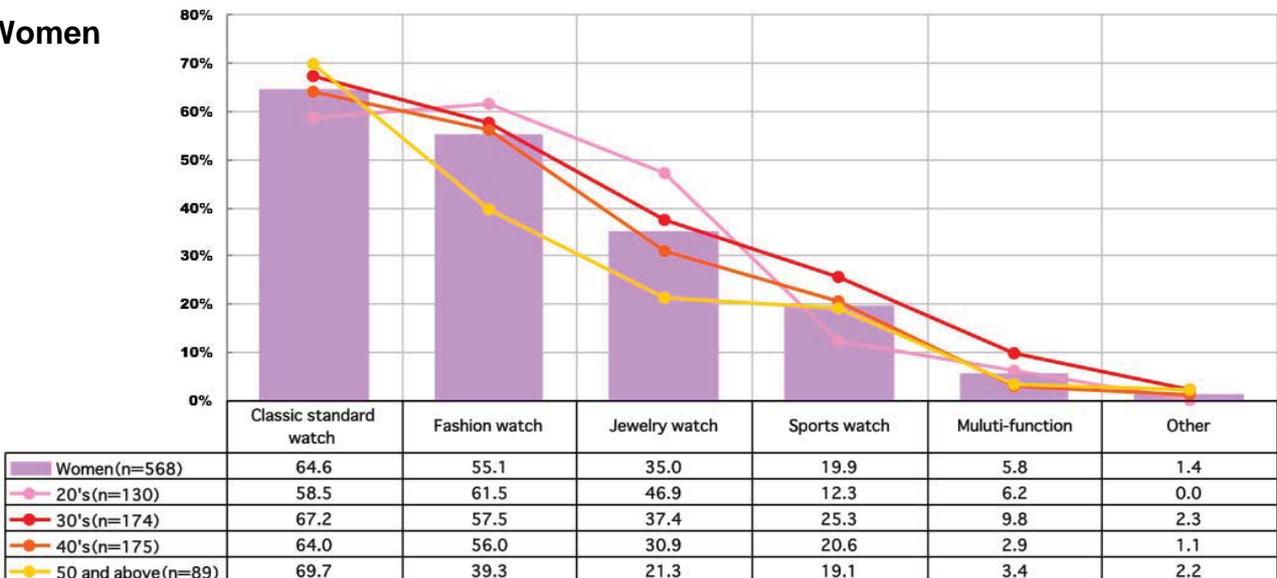
All



Men



Women

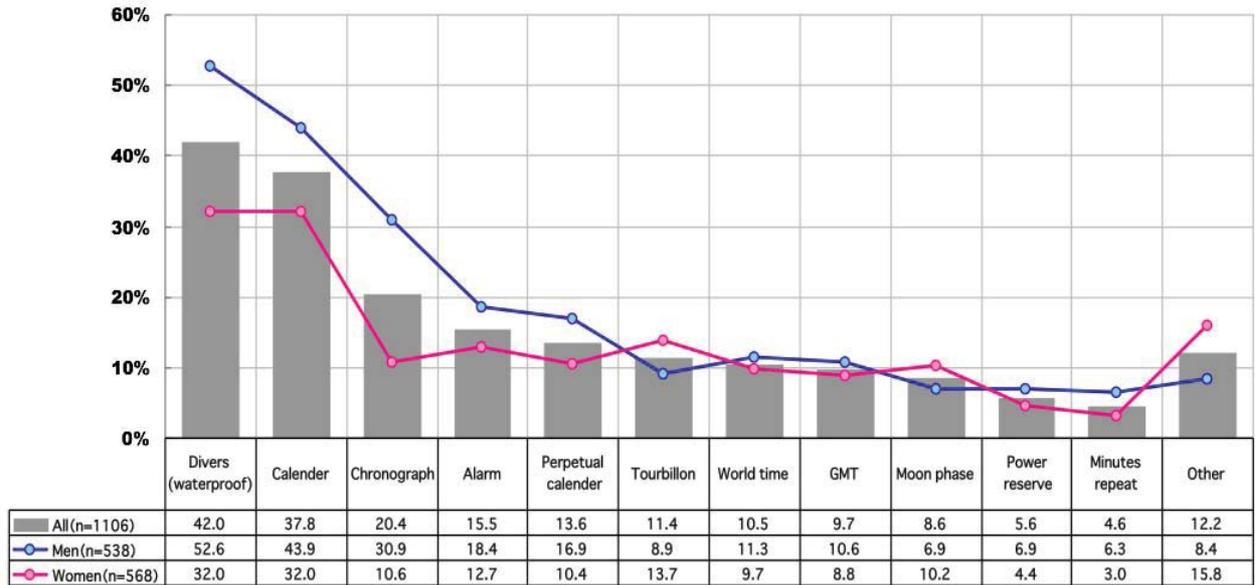




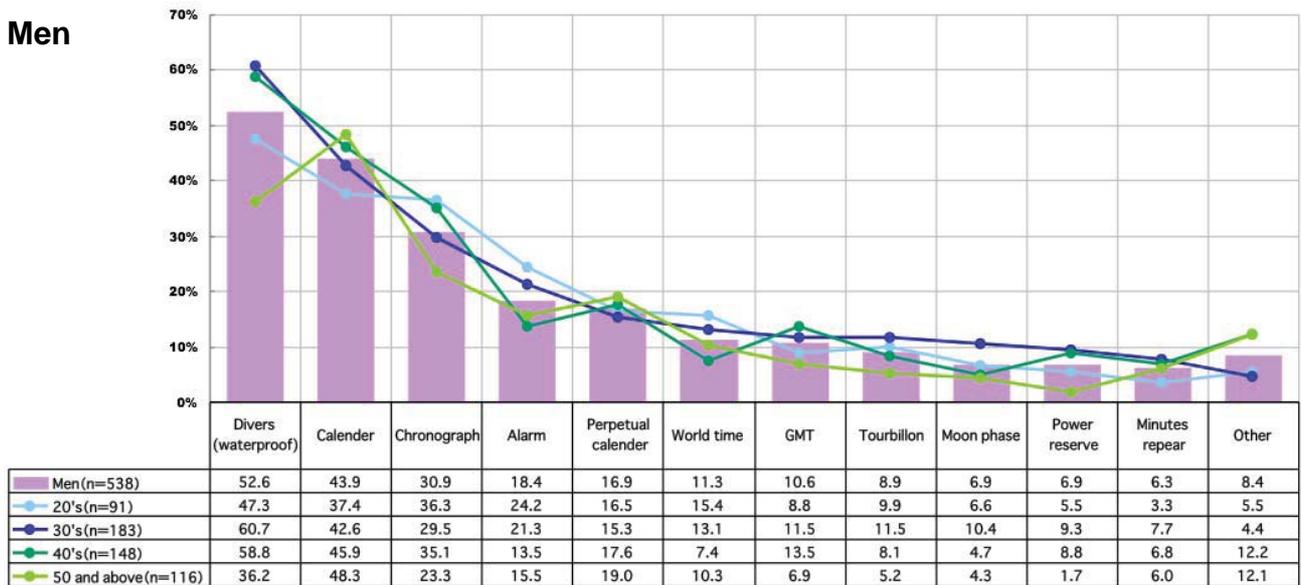
Watch functions that respondents like

Half of the male respondents answered that they like divers (waterproof) watches.
Men are much more keen to have various functions on their watches.

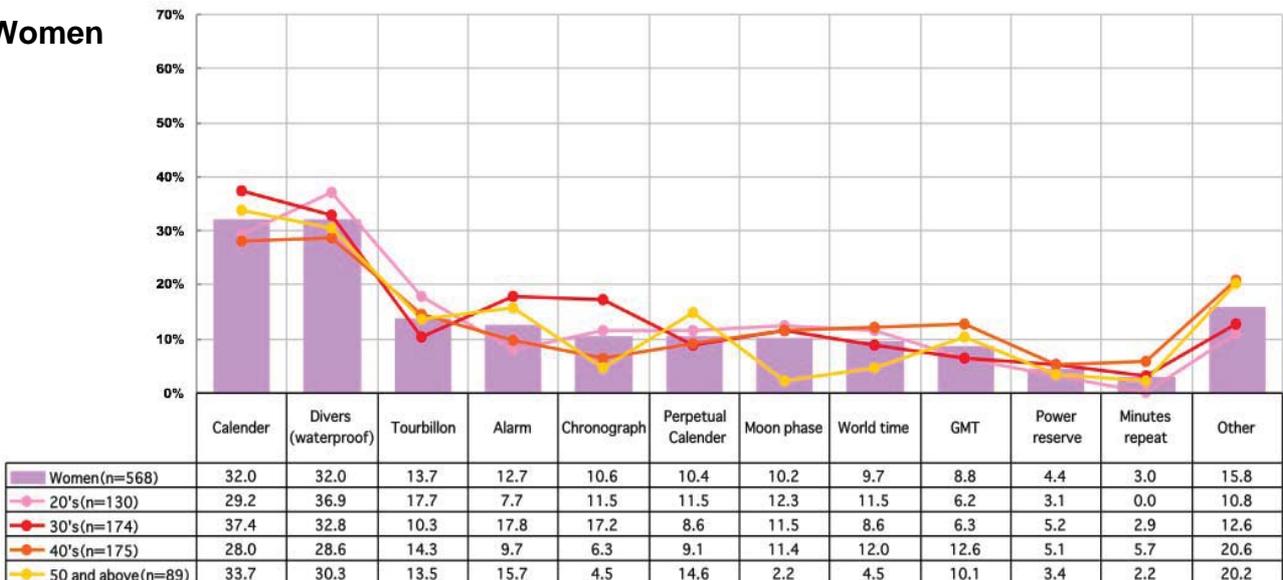
All



Men



Women

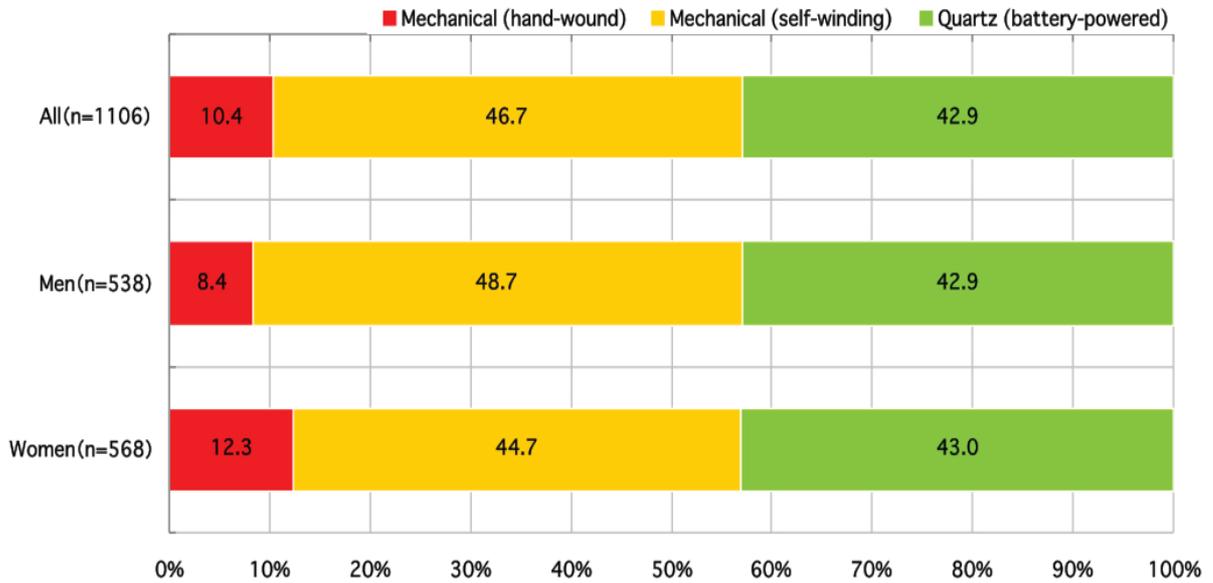




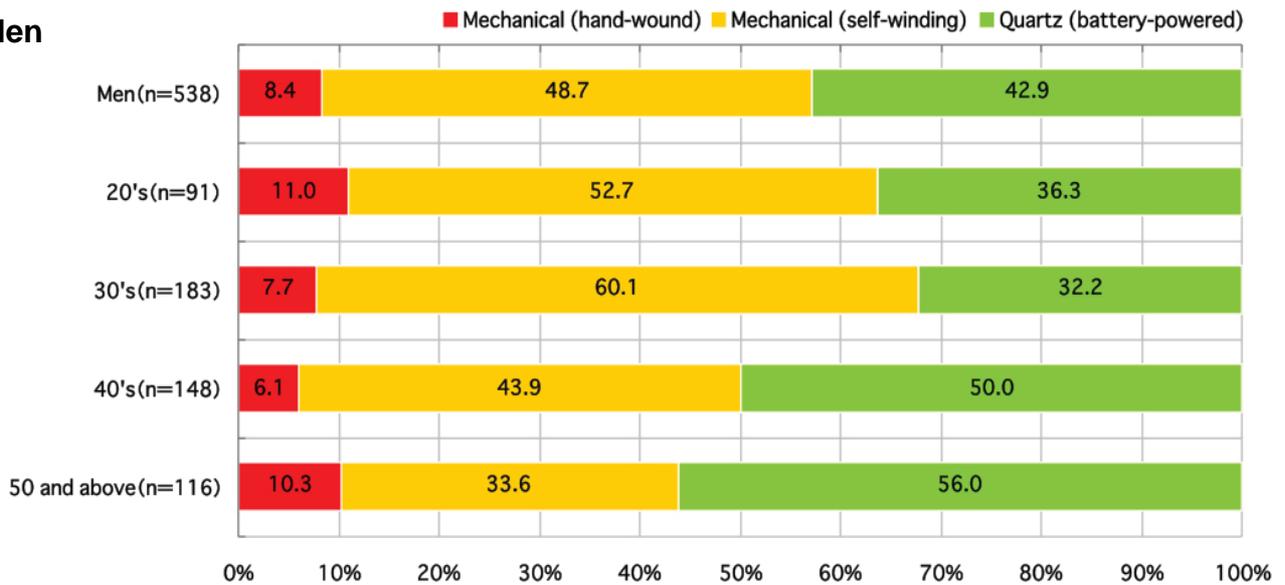
Respondents' preference for type of watch movement (drive system)

Among both men and women, those in their 30's were the age group that liked mechanical watches the most.

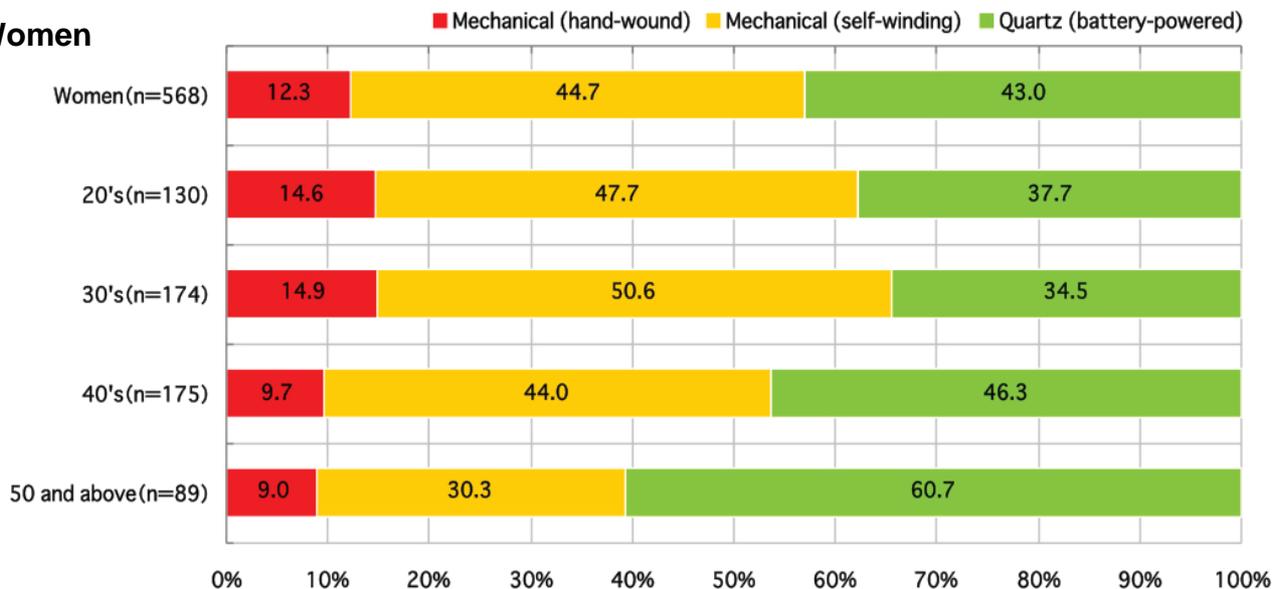
All



Men



Women



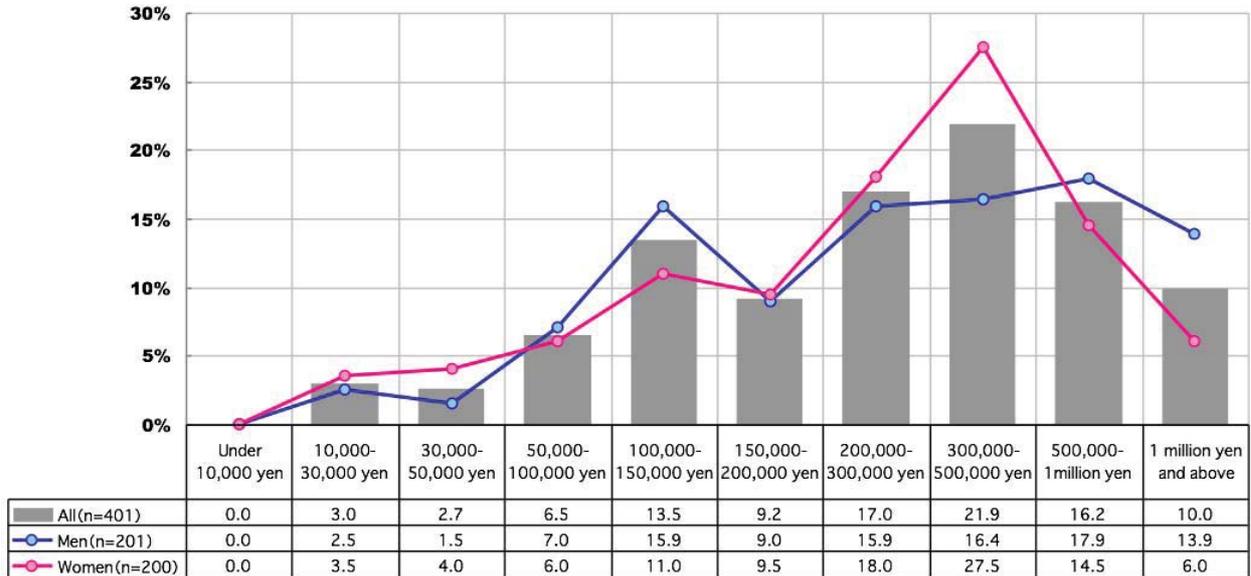


The amount respondents are willing to pay for a watch they'd like

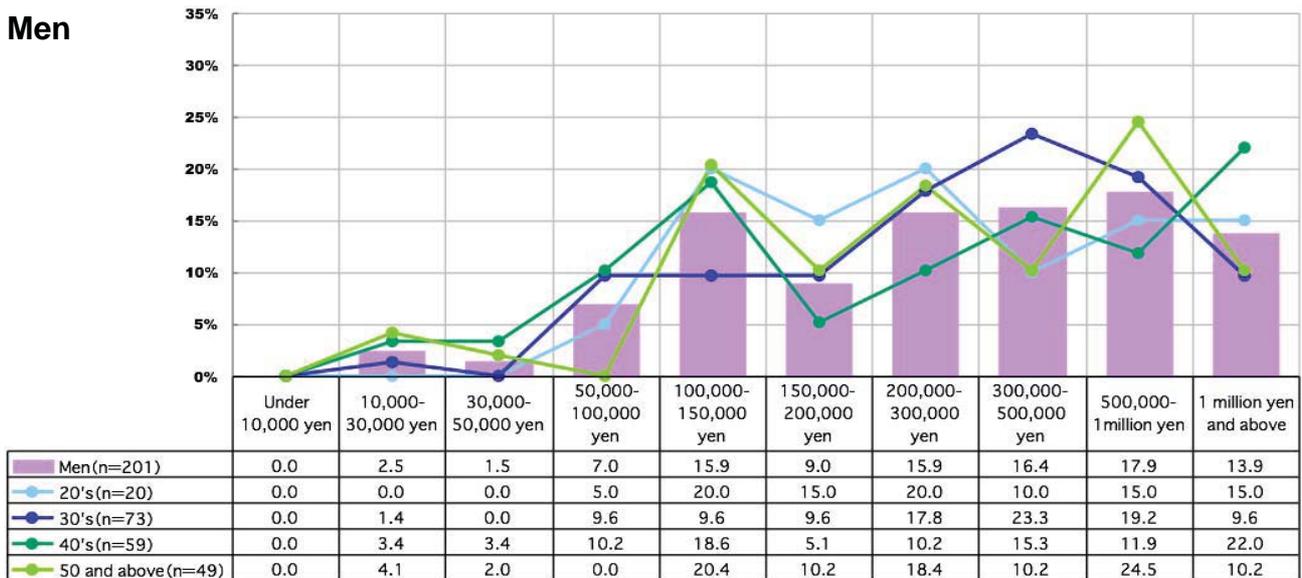
Average of the sample as a whole: 379,400 yen; Men: 429,700 yen; Women: 328,900 yen

Averages by gender and age group - Men in their 20's: 413,800 yen; in their 30's: 381,600 yen; in their 40's: 531,200 yen; men aged 50 and above: 384,900 yen. Women in their 20's: 277,800 yen; in their 30's: 363,300 yen; in their 40's: 338,400 yen; women aged 50 and above: 292,300 yen. (All figures are calculated from responses given by those who specified the cost of purchase when answering the questionnaire).

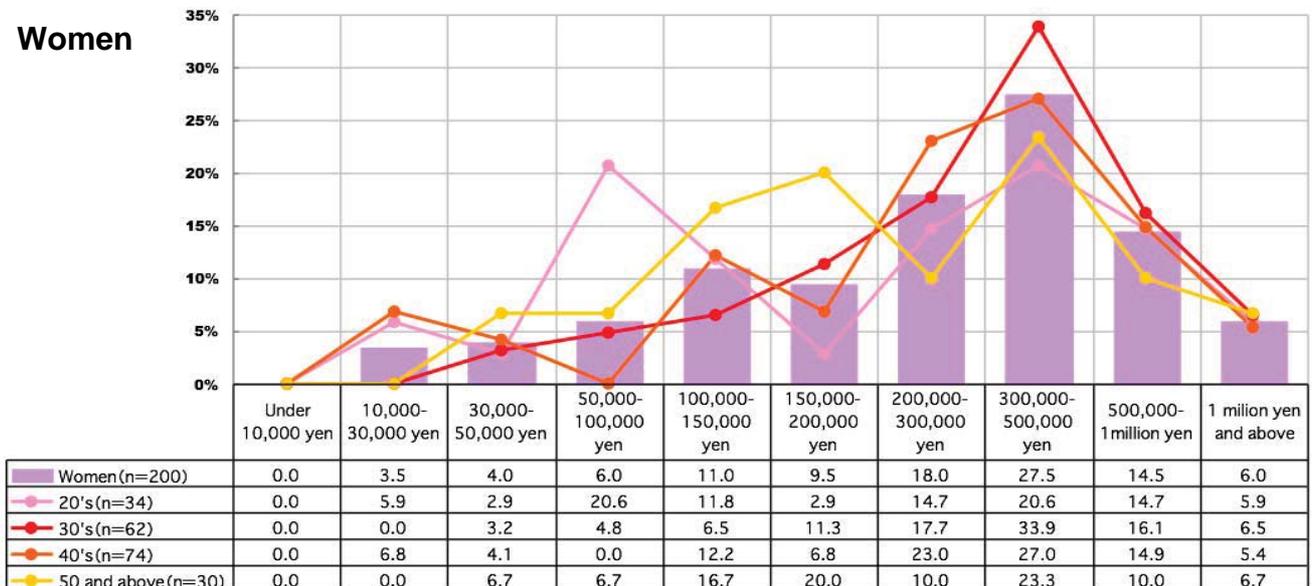
All



Men



Women



The amount respondents are willing to pay for a watch they'd like, by movement preference

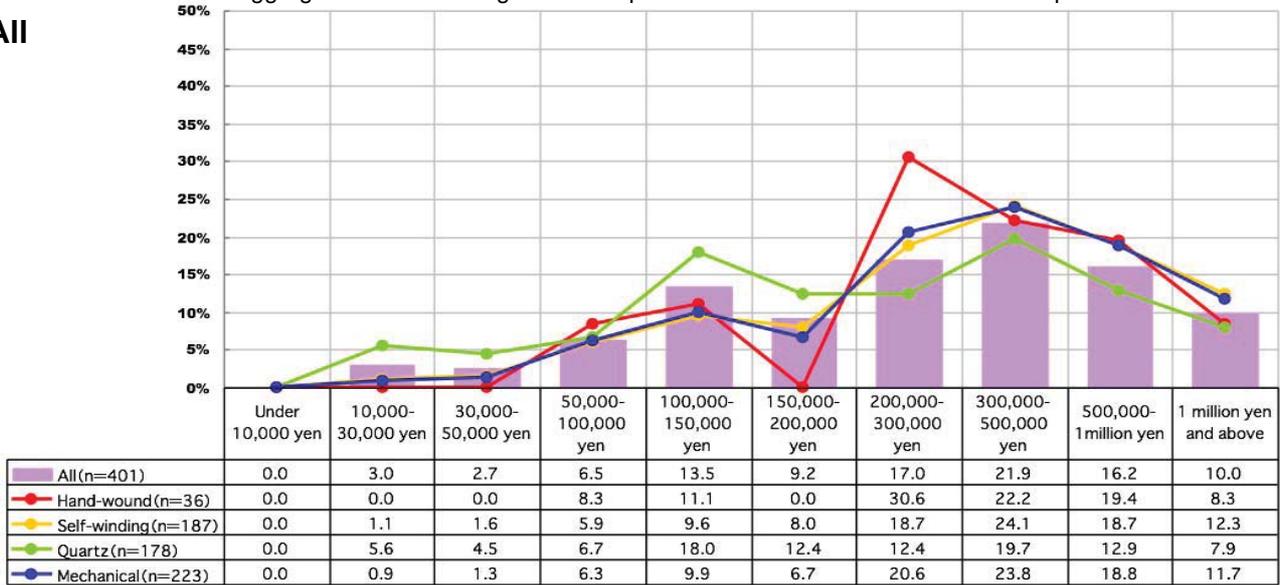


Average for sample as a whole: 379,400 yen; those who prefer hand-wound: 406,700 yen; those who prefer self-winding: 434,500 yen; those who prefer quartz: 316,100 yen.

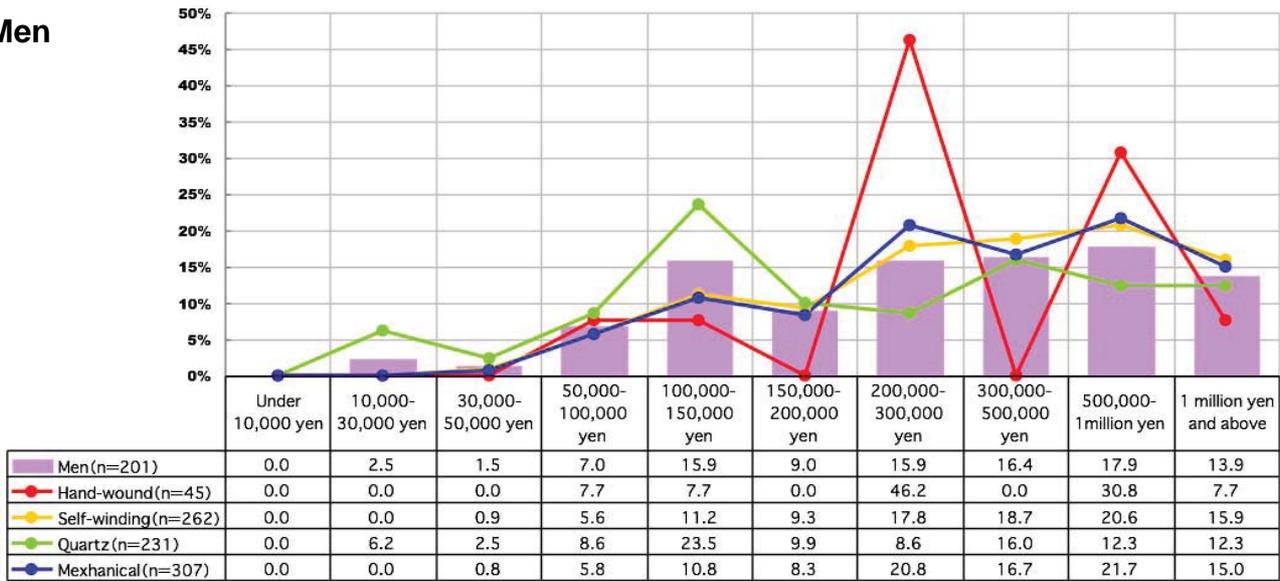
Looking at the figures for men only, overall: 429,700 yen; those who prefer hand-wound: 501,500 yen ; those who prefer self-winding: 489,100 yen; those who prefer quartz: 339,700 yen. Among women only, overall: 328,900 yen; those who prefer hand-wound: 353,000 yen; those who prefer self-winding: 361,400 yen; those who prefer quartz: 296,400 yen. (All figures are calculated from responses given by those who specified the cost of purchase when answering the questionnaire).

Note: "Mechanical" is an aggregate of those who gave the response "hand-wound" and those who responded with "self-winding"

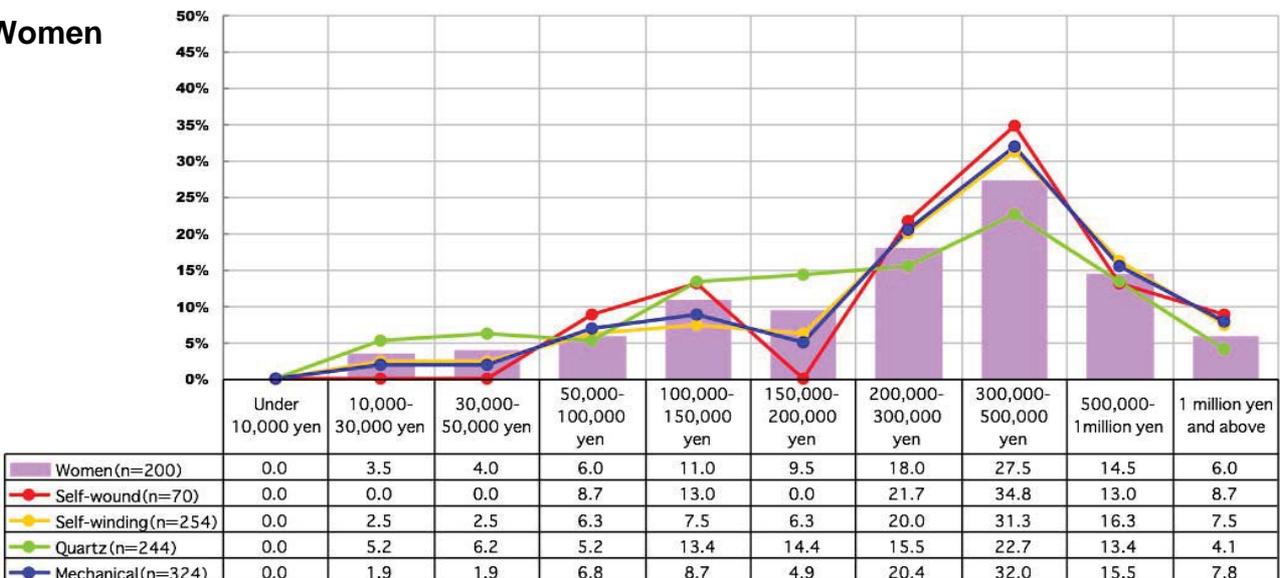
All



Men



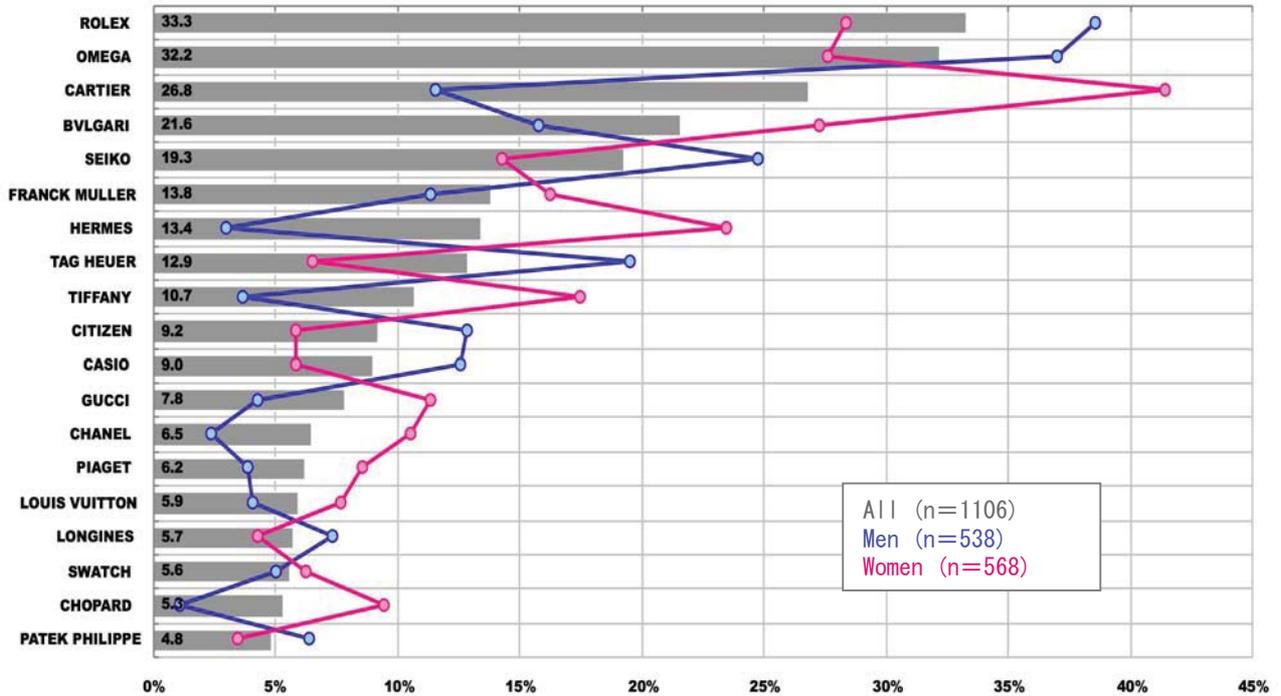
Women





Favorite brands

The rankings for men and women are completely switched around, with women showing strong support for fashion brands.



Brand	All	Men	20's	30's	40's	50 and above	Women	20's	30's	40's	50 and above
Numbers of responses	1073	522	89	178	143	112	551	128	170	168	85
ROLEX	33.3	38.5	29.2	37.1	46.9	37.5	28.3	25.0	28.8	29.8	29.4
OMEGA	32.2	37.0	46.1	39.9	30.8	33.0	27.6	29.7	28.8	27.4	22.4
CARTIER	26.8	11.5	6.7	10.7	13.3	14.3	41.4	44.5	51.8	36.9	24.7
BVLGARI	21.6	15.7	18.0	14.6	17.5	13.4	27.2	30.5	29.4	28.6	15.3
SEIKO	19.3	24.7	15.7	20.8	28.7	33.0	14.2	14.8	6.5	14.9	27.1
FRANCK MULLER	13.8	11.3	11.2	11.2	16.8	4.5	16.2	21.9	21.8	10.1	8.2
HERMES	13.4	2.9	0.0	3.4	2.1	5.4	23.4	25.8	21.2	24.4	22.4
TAG HEUER	12.9	19.5	12.4	21.9	25.2	14.3	6.5	4.7	7.6	8.3	3.5
TIFFANY	10.7	3.6	2.2	2.2	7.0	2.7	17.4	20.3	18.2	12.5	21.2
CITIZEN	9.2	12.8	9.0	13.5	11.9	16.1	5.8	7.8	4.7	4.2	8.2
CASIO	9.0	12.5	10.1	18.0	12.6	5.4	5.8	8.6	6.5	4.8	2.4
GUCCI	7.8	4.2	6.7	4.5	3.5	2.7	11.3	16.4	12.4	6.5	10.6
CHANEL	6.5	2.3	1.1	3.4	2.1	1.8	10.5	11.7	10.6	10.1	9.4
PIAGET	6.2	3.8	2.2	2.2	7.0	3.6	8.5	6.3	9.4	7.1	12.9
LOUIS VUITTON	5.9	4.0	5.6	3.9	5.6	0.9	7.6	8.6	9.4	7.1	3.5
LONGINES	5.7	7.3	1.1	6.2	11.2	8.9	4.2	2.3	5.9	3.0	5.9
SWATCH	5.6	5.0	7.9	5.6	5.6	0.9	6.2	8.6	8.2	4.8	1.2
CHOPARD	5.3	1.0	0.0	0.6	2.1	0.9	9.4	7.0	10.0	11.9	7.1
PATEK PHILIPPE	4.8	6.3	2.2	3.9	8.4	10.7	3.4	0.8	3.5	3.6	7.1
BREGUET	4.3	5.0	2.2	6.7	5.6	3.6	3.6	1.6	6.5	4.2	0.0
IWC	4.1	5.4	1.1	6.2	7.7	4.5	2.9	0.8	7.1	1.8	0.0
BREITLING	3.9	5.7	2.2	6.2	7.0	6.3	2.2	1.6	2.9	3.0	0.0
HARRY WINSTON	3.7	0.8	1.1	0.6	1.4	0.0	6.5	3.9	8.2	8.9	2.4
CHAUMET	3.4	0.2	0.0	0.0	0.7	0.0	6.4	7.8	5.9	7.7	2.4
COACH	3.4	1.3	4.5	0.6	0.7	0.9	5.3	9.4	4.1	4.2	3.5
DIOR	3.4	1.3	2.2	1.7	1.4	0.0	5.3	8.6	4.7	3.0	5.9

(Figures given are percentages)

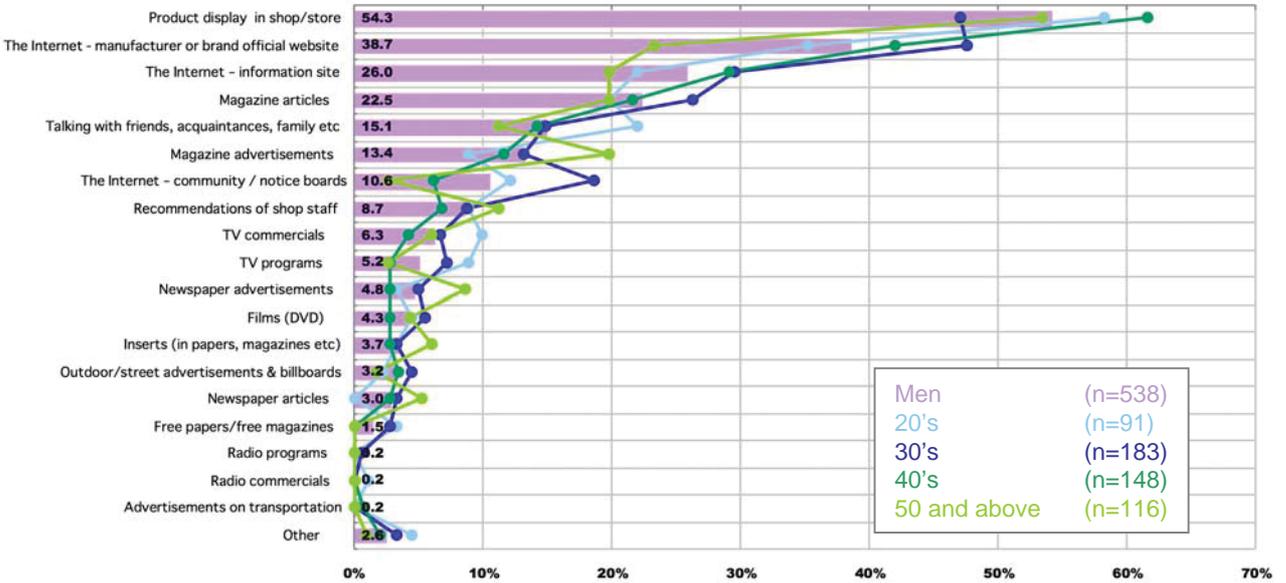


Types of media that are a factor when buying a watch

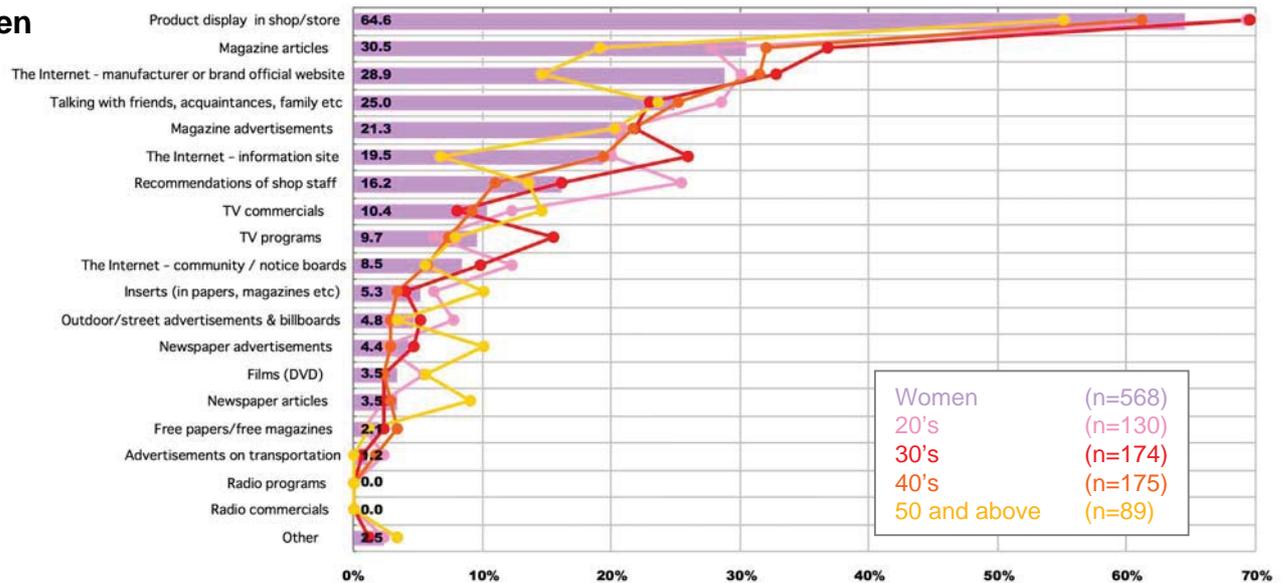
It's clear that the overwhelming majority of both men and women make their decision when they visit the shop/store. One can also see that magazine articles are much more effective than magazine advertisements. In fact, one in four people say that magazines are a factor.

Information obtained online is important for men in their 30's and 40's.

Men



Women



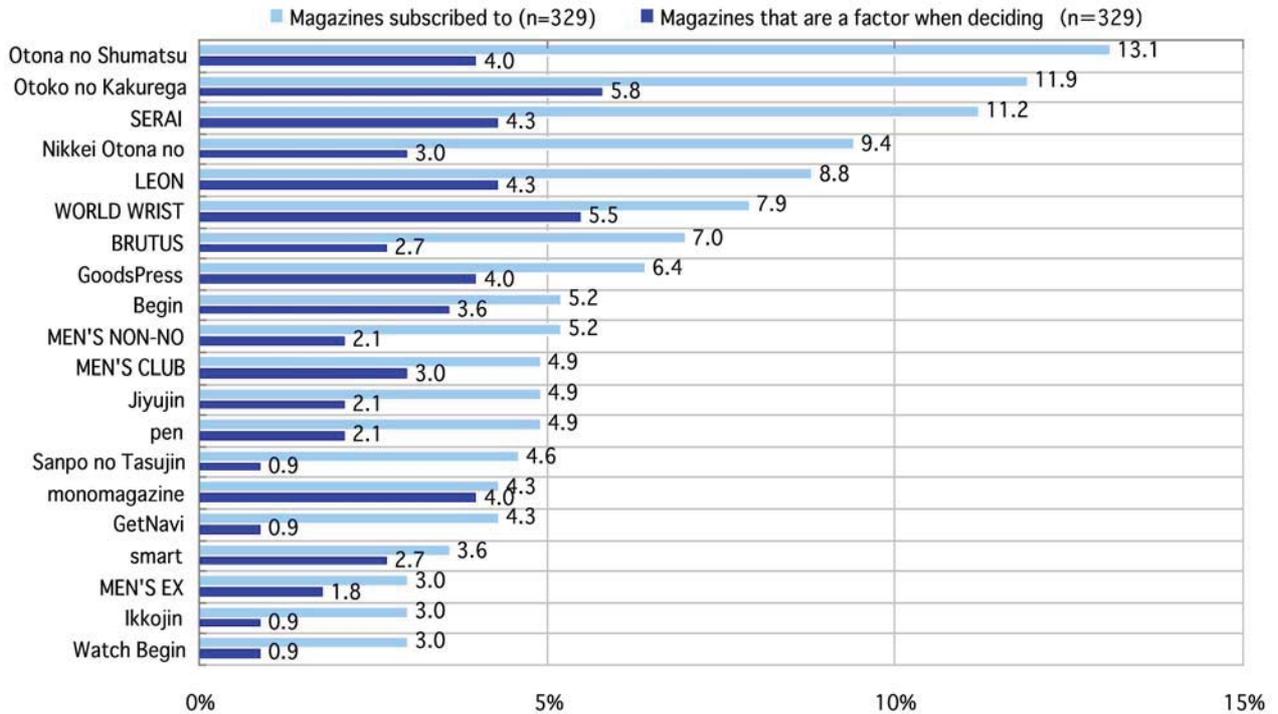
Media that are a factor	ALL	Men	20's	30's	40's	50 and above	Women	20's	30's	40's	50 and above
Number of responses	1106	538	91	183	148	116	568	130	174	175	89
Product display in shop/store	59.6	54.3	58.2	47.0	61.5	53.4	64.6	69.2	69.5	61.1	55.1
The Internet - manufacturer or brand official website	33.6	38.7	35.2	47.5	41.9	23.3	28.9	30.0	32.8	31.4	14.6
Magazine articles	26.6	22.5	19.8	26.2	21.6	19.8	30.5	27.7	36.8	32.0	19.1
The Internet - information site	22.7	26.0	22.0	29.5	29.1	19.8	19.5	20.0	25.9	19.4	6.7
Talking with friends, acquaintances, family etc	20.2	15.1	22.0	14.8	14.2	11.2	25.0	28.5	23.0	25.1	23.6
Magazine advertisements	17.5	13.4	8.8	13.1	11.5	19.8	21.3	20.8	21.8	21.7	20.2
Recommendations of shop staff	12.6	8.7	8.8	8.7	6.8	11.2	16.2	25.4	16.1	10.9	13.5
The Internet - community / notice boards	9.5	10.6	12.1	18.6	6.1	2.6	8.5	12.3	9.8	5.7	5.6
TV commercials	8.4	6.3	9.9	6.6	4.1	6.0	10.4	12.3	8.0	9.1	14.6
TV programs	7.5	5.2	8.8	7.1	2.7	2.6	9.7	6.2	15.5	7.4	7.9
Newspaper advertisements	4.6	4.8	3.3	4.9	2.7	8.6	4.4	2.3	4.6	2.9	10.1
Inserts (in papers, magazines etc)	4.5	3.7	3.3	3.3	2.7	6.0	5.3	6.2	4.0	3.4	10.1
Outdoor/street advertisements & billboards	4.0	3.2	2.2	4.4	3.4	1.7	4.8	7.7	5.2	2.9	3.4
Films (DVD)	3.9	4.3	4.4	5.5	2.7	4.3	3.5	5.4	2.3	2.3	5.6
Newspaper articles	3.3	3.0	0.0	3.3	2.7	5.2	3.5	2.3	2.3	2.9	9.0
Free papers/free magazines	1.8	1.5	3.3	2.7	0.0	0.0	2.1	0.8	2.3	3.4	1.1
Advertisements on transportation	0.7	0.2	0.0	0.0	0.7	0.0	1.2	2.3	0.6	1.7	0.0
Radio programs	0.1	0.2	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Radio commercials	0.1	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	2.5	2.6	4.4	3.3	2.0	0.9	2.5	2.3	1.1	3.4	3.4



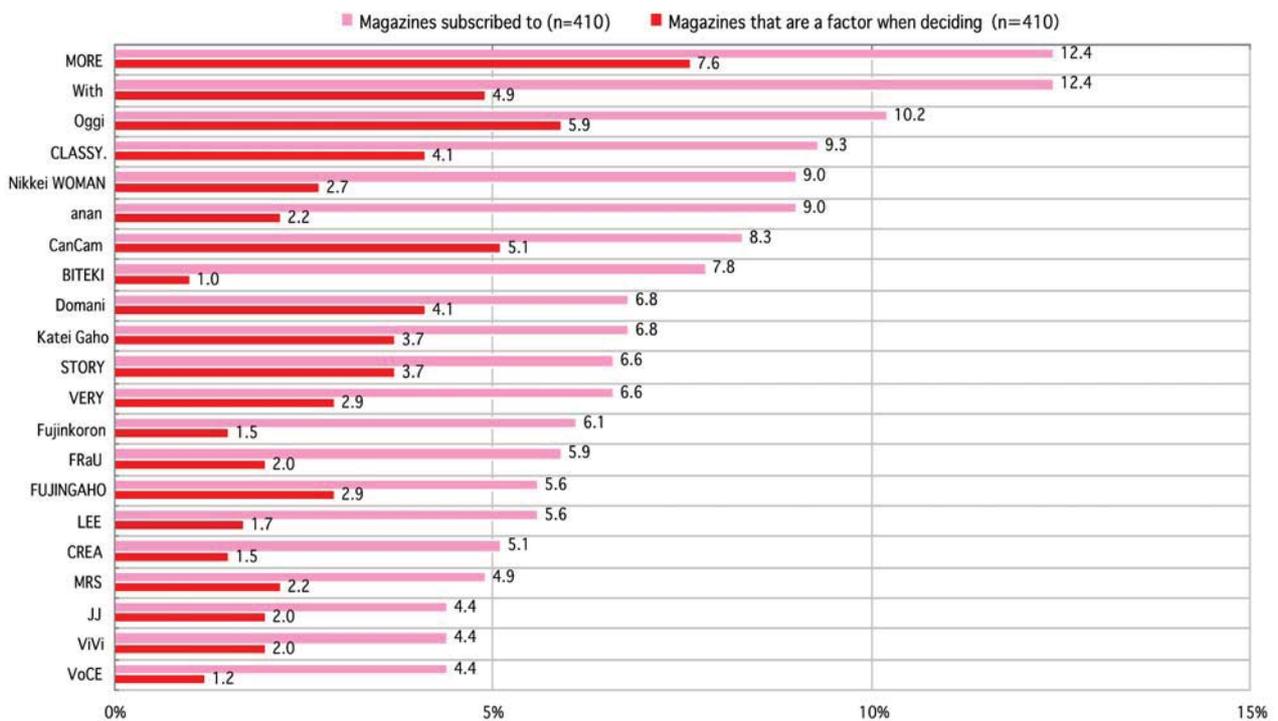
Magazines that are a factor when making a purchase

The results for men show a mixture of fashion/lifestyle magazines, specialist watch magazines and product-specific magazines. In contrast, among women, fashion/lifestyle magazines are the only ones which make a showing. There is a tendency for specialist watch magazines and product-specific magazines to be a factor among men.

Men



Women

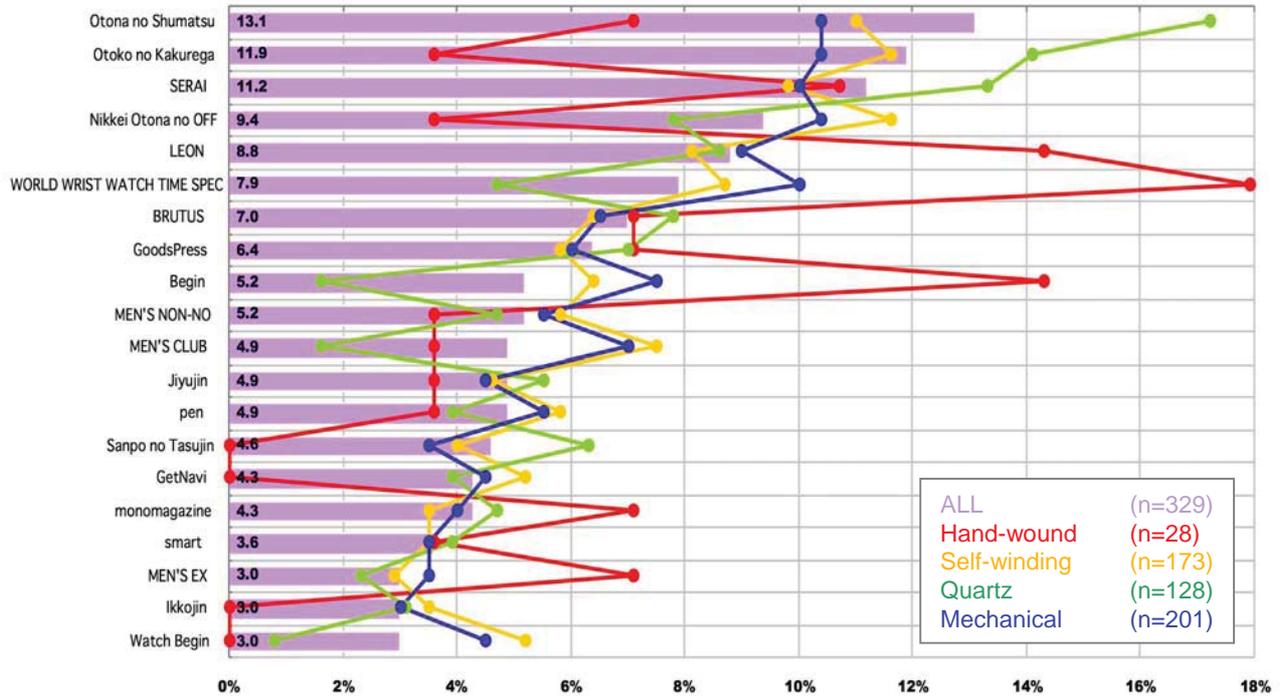




Magazines subscribed to, by watch movement preference (men)

There is a strong tendency among those who choose mechanical watches, particularly hand-wound ones, to subscribe to product-specific magazines and specialist watch magazines. Those who choose quartz watches don't really subscribe to product-specific and specialist watch magazines, and neither do they subscribe much to fashion magazines aimed at young people.

Note: "Mechanical" is an aggregate of those who gave the response "hand-wound" and those who responded with "self-winding"



Magazines subscribed to	ALL	Hand-wound	Self-winding	Quartz	Mechanical
Number of responses	329	28	173	128	201
Otona no Shumatsu	13.1	7.1	11.0	17.2	10.4
Otoko no Kakurega	11.9	3.6	11.6	14.1	10.4
SERAI	11.2	10.7	9.8	13.3	10.0
Nikkei Otona no OFF	9.4	3.6	11.6	7.8	10.4
LEON	8.8	14.3	8.1	8.6	9.0
WORLD WRIST WATCH TIME SPEC	7.9	17.9	8.7	4.7	10.0
BRUTUS	7.0	7.1	6.4	7.8	6.5
GoodsPress	6.4	7.1	5.8	7.0	6.0
Begin	5.2	14.3	6.4	1.6	7.5
MEN'S NON-NO	5.2	3.6	5.8	4.7	5.5
MEN'S CLUB	4.9	3.6	7.5	1.6	7.0
Jiyujin	4.9	3.6	4.6	5.5	4.5
pen	4.9	3.6	5.8	3.9	5.5
Sanpo no Tasujin	4.6	0.0	4.0	6.3	3.5
GetNavi	4.3	0.0	5.2	3.9	4.5
monomagazine	4.3	7.1	3.5	4.7	4.0
smart	3.6	3.6	3.5	3.9	3.5
MEN'S EX	3.0	7.1	2.9	2.3	3.5
Ikkojin	3.0	0.0	3.5	3.1	3.0
Watch Begin	3.0	0.0	5.2	0.8	4.5
Gainer	2.7	0.0	2.9	3.1	2.5
Tarzan	2.7	7.1	1.2	3.9	2.0
BRIO	2.4	0.0	3.5	1.6	3.0
BestGear	2.4	3.6	1.2	3.9	1.5

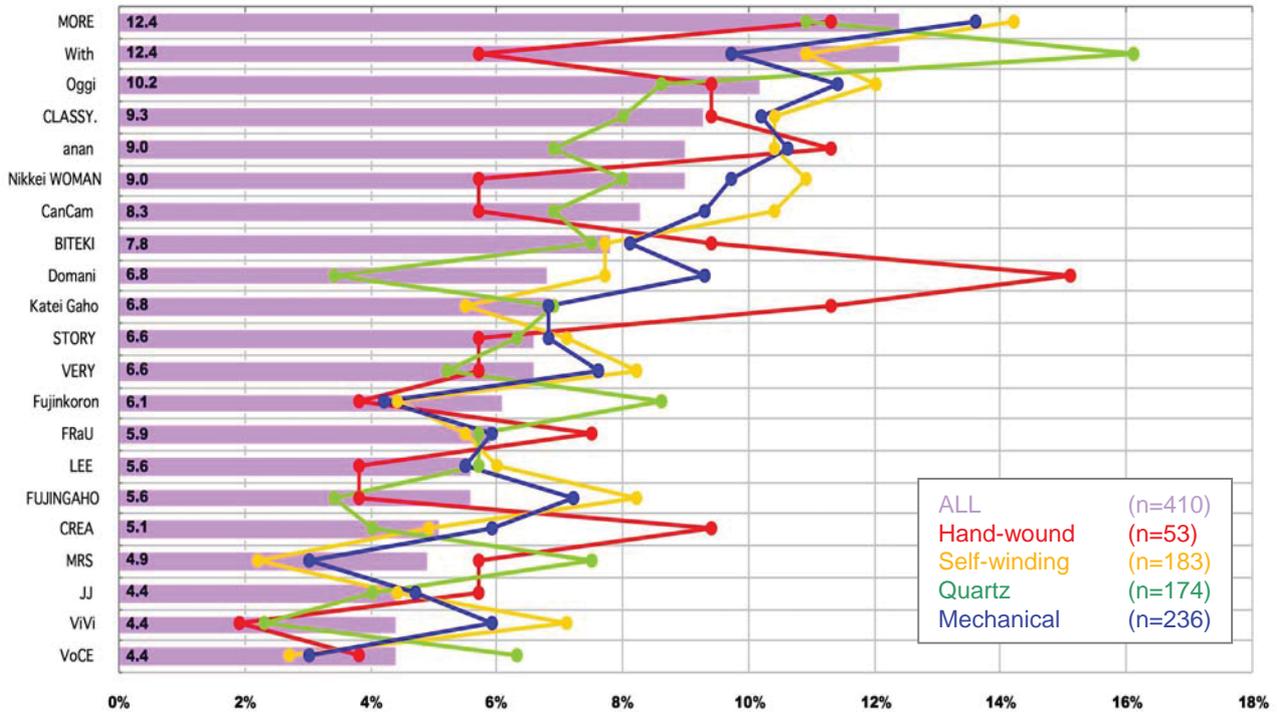
(Figures given are percentages)



Magazines subscribed to, by watch movement preference (women)

If one looks at the results for women only, product-specific magazines and specialist watch magazines don't appear in the upper rankings. Overall, those who choose mechanical watches subscribe more to magazines.

Note: "Mechanical" is an aggregate of those who gave the response "hand-wound" and those who responded with "self-winding"



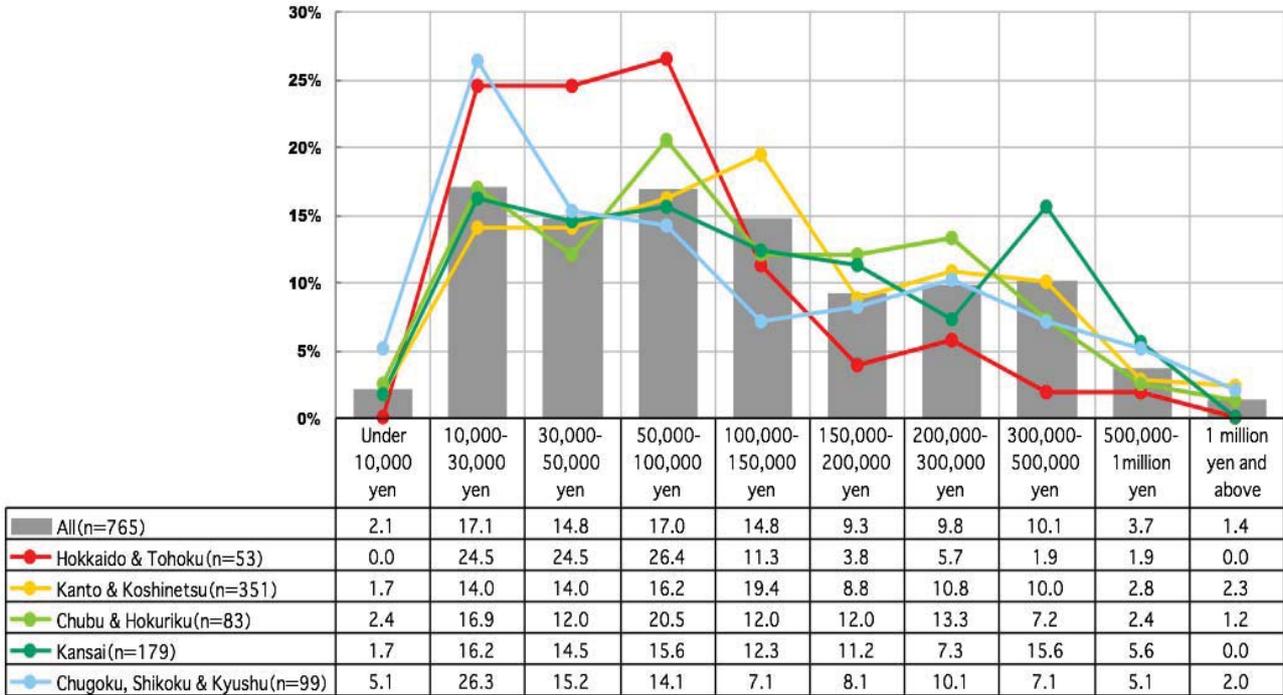
Magazines subscribed to	ALL	Hand-wound	Self-winding	Quartz	Mechanical
Number of responses	410	53	183	174	236
MORE	12.4	11.3	14.2	10.9	13.6
With	12.4	5.7	10.9	16.1	9.7
Oggi	10.2	9.4	12.0	8.6	11.4
CLASSY.	9.3	9.4	10.4	8.0	10.2
anan	9.0	11.3	10.4	6.9	10.6
Nikkei WOMAN	9.0	5.7	10.9	8.0	9.7
CanCam	8.3	5.7	10.4	6.9	9.3
BITEKI	7.8	9.4	7.7	7.5	8.1
Domani	6.8	15.1	7.7	3.4	9.3
Katei Gaho	6.8	11.3	5.5	6.9	6.8
STORY	6.6	5.7	7.1	6.3	6.8
VERY	6.6	5.7	8.2	5.2	7.6
Fujinkoron	6.1	3.8	4.4	8.6	4.2
FRaU	5.9	7.5	5.5	5.7	5.9
LEE	5.6	3.8	6.0	5.7	5.5
FUJINGAHO	5.6	3.8	8.2	3.4	7.2
CREA	5.1	9.4	4.9	4.0	5.9
MRS	4.9	5.7	2.2	7.5	3.0
JJ	4.4	5.7	4.4	4.0	4.7
Vivi	4.4	1.9	7.1	2.3	5.9
VoCE	4.4	3.8	2.7	6.3	3.0
FIGARO JAPON	4.1	5.7	4.9	2.9	5.1
AneCan	3.9	1.9	3.8	4.6	3.4
MAQUIA	3.7	1.9	4.4	3.4	3.8

(Figures given are percentages)



The amount spent on watches that respondents own, by region

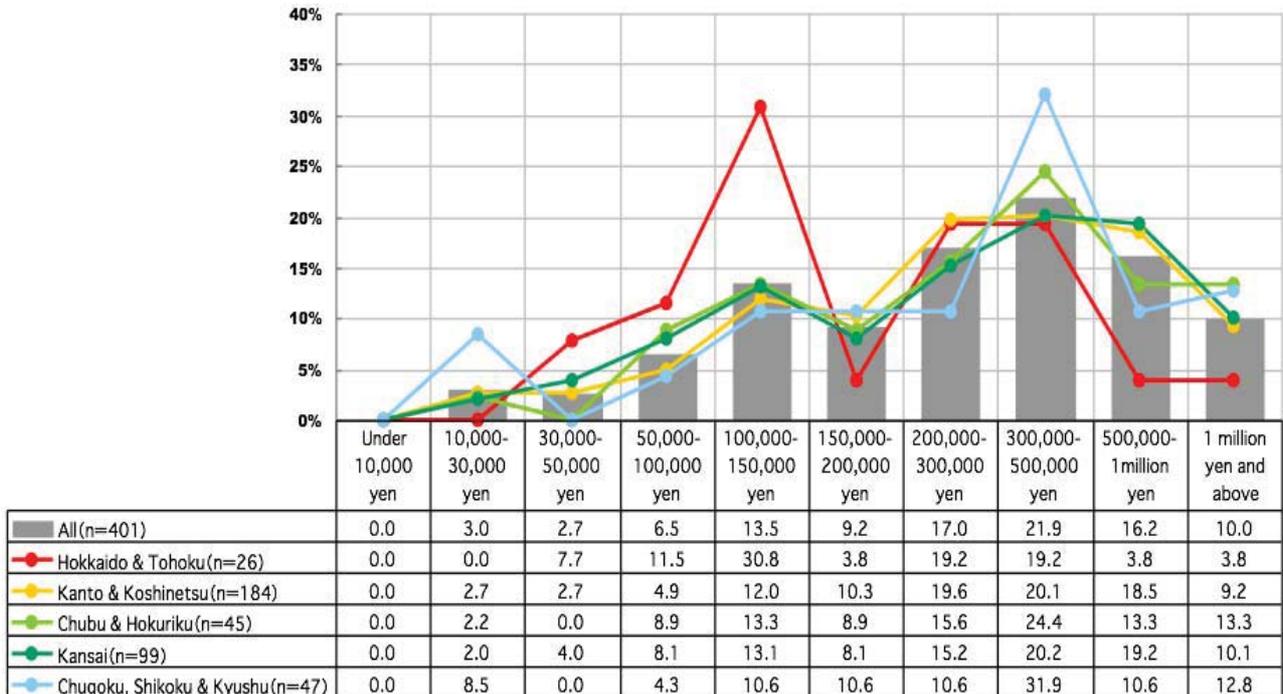
The averages are as follows – Hokkaido & Tohoku: 73,700 yen; Kanto and Koshinetsu: 170,300 yen; Chubu & Hokuriku: 140,800 yen; Kansai: 157,800 yen; Chugoku & Kyushu: 159,700 yen.



The amount respondents are willing to pay for a watch they'd like, by region

The averages are as follows - Hokkaido & Tohoku: 218,400 yen; Kanto and Koshinetsu: 380,800 yen; Chubu & Hokuriku: 412,000 yen; Kansai: 395,100 yen; Chugoku & Kyushu: 399,000 yen.

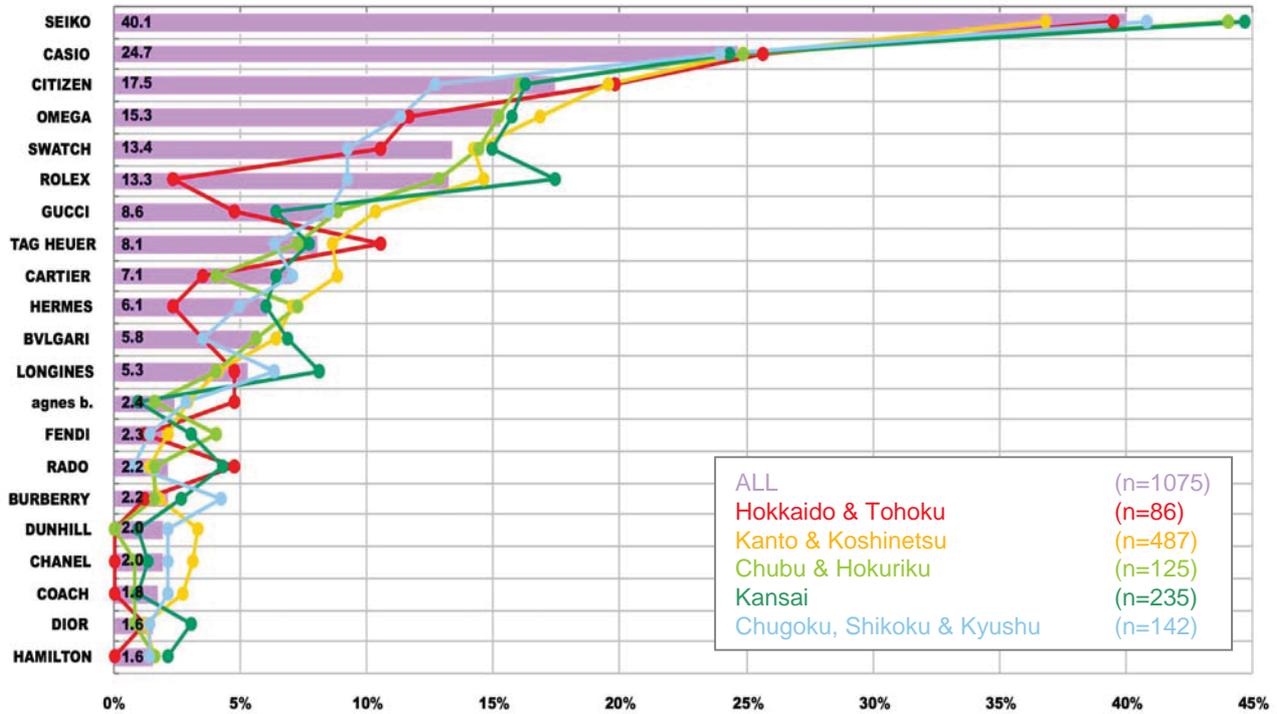
Due to the low number of respondents in the Hokkaido & Tohoku regions, it would be best to consider the figure as a guideline only.





The brands of watch that respondents own, by region

The large number of Rolex owners in Kansai is particularly noticeable. Owners of Tag Heuer watches are more numerous in the Northern regions. Fashion brands are strong in the Kanto area, but this is thought to be due to the fact that it's easy to buy them there, at manufacturer-direct retail stores and so forth.



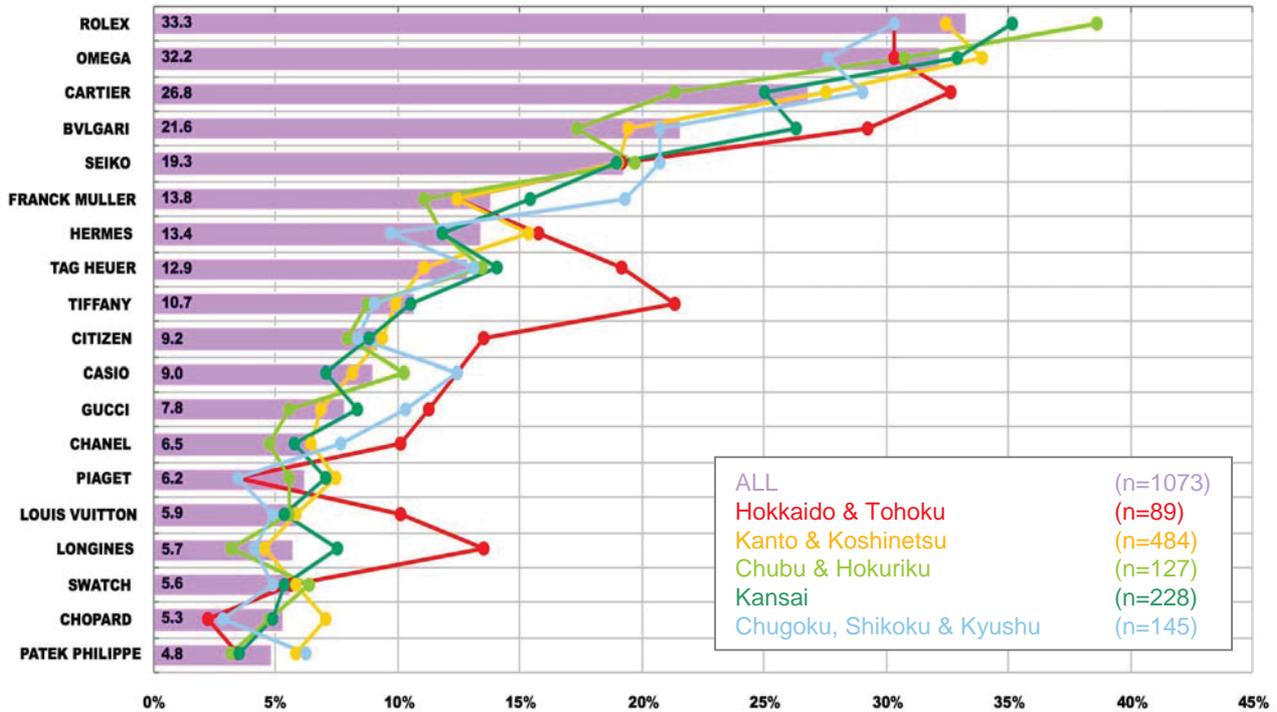
Brand	ALL	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
Number of responses	1075	86	487	125	235	142
SEIKO		40.1	39.5	36.8	44.0	44.7
CASIO		24.7	25.6	24.8	24.8	24.3
CITIZEN		17.5	19.8	19.5	16.0	16.2
OMEGA		15.3	11.6	16.8	15.2	15.7
SWATCH		13.4	10.5	14.2	14.4	14.9
ROLEX		13.3	2.3	14.6	12.8	17.4
GUCCI		8.6	4.7	10.3	8.8	6.4
TAG HEUER		8.1	10.5	8.6	7.2	7.7
CARTIER		7.1	3.5	8.8	4.0	6.4
HERMES		6.1	2.3	7.0	7.2	6.0
BVLGARI		5.8	3.5	6.4	5.6	6.8
LONGINES		5.3	4.7	4.1	4.0	8.1
agnes b.		2.4	4.7	2.9	1.6	0.9
FENDI		2.3	1.2	2.1	4.0	3.0
RADO		2.2	4.7	1.4	1.6	4.3
BURBERRY		2.2	1.2	1.8	1.6	2.6
DUNHILL		2.0	0.0	3.3	0.0	0.9
CHANEL		2.0	0.0	3.1	0.8	1.3
COACH		1.8	0.0	2.7	0.8	0.9
DIOR		1.6	1.2	1.2	0.8	3.0
HAMILTON		1.6	0.0	1.6	1.6	2.1
ck CALVIN KLEIN		1.3	0.0	1.6	0.8	0.9
TIFFANY		1.3	0.0	1.4	2.4	0.4
ORIS		1.2	0.0	1.6	0.8	0.9
BREITLING		1.1	3.5	1.0	0.8	0.9
FOLLI FOLLIE		0.9	0.0	1.2	0.8	0.9

(Figures given are percentages)



Brands of watch that respondents want, by region

Leaving aside the sparsely-populated Hokkaido & Tohoku regions, there were no large differences in terms of regional tendencies.



Desired brand	ALL	Hokkaido & Tohoku	Kanto & Koshinetsu	Chubu & Hokuriku	Kansai	Chugoku, Shikoku & Kyushu
Number of responses	1073	89	484	127	228	145
ROLEX		33.3	30.3	32.4	38.6	35.1
OMEGA		32.2	30.3	33.9	30.7	32.9
CARTIER		26.8	32.6	27.5	21.3	25.0
BVLGARI		21.6	29.2	19.4	17.3	26.3
SEIKO		19.3	19.1	19.0	19.7	18.9
FRANCK MULLER		13.8	12.4	12.4	11.0	15.4
HERMES		13.4	15.7	15.3	11.8	11.8
TAG HEUER		12.9	19.1	11.0	13.4	14.0
TIFFANY		10.7	21.3	9.9	8.7	10.5
CITIZEN		9.2	13.5	9.3	7.9	8.8
CASIO		9.0	12.4	8.1	10.2	7.0
GUCCI		7.8	11.2	6.8	5.5	8.3
CHANEL		6.5	10.1	6.4	4.7	5.7
PIAGET		6.2	3.4	7.4	5.5	7.0
LOUIS VUITTON		5.9	10.1	5.8	5.5	5.3
LONGINES		5.7	13.5	4.5	3.1	7.5
SWATCH		5.6	5.6	5.8	6.3	5.3
CHOPARD		5.3	2.2	7.0	4.7	4.8
PATEK PHILIPPE		4.8	3.4	5.8	3.1	3.5
BREGUET		4.3	2.2	4.8	3.9	3.5
IWC		4.1	1.1	6.2	2.4	2.6
BREITLING		3.9	4.5	3.7	3.1	3.5
HARRY WINSTON		3.7	1.1	4.3	1.6	4.4
CHAUMET		3.4	2.2	4.8	3.1	2.2
COACH		3.4	5.6	3.1	2.4	3.9
DIOR		3.4	6.7	2.3	3.9	4.8
PANERAI		3.4	3.4	3.9	0.8	4.8

(Figures given are percentages)



Respondents willing to spend up to 379,000 yen on their next watch

In this survey, the overall average of household annual income reached 7.67 million yen – a substantially high figure.

Although Water Studio routinely carries out various kinds of consumer survey, household annual income is one important indicator. If one uses data from average Japanese consumers, average household annual income comes out somewhere between 6 and 7 million yen. To have a figure in excess of 7.5 million yen means that the group contains many people with plenty of money to spare. The mere condition that respondents be “interested in watches costing 100,000 yen or more” creates a group predominantly made up of people who lead an affluent lifestyle.

If one looks at the results in more detail, those in their 20's are already making over 6 million yen, while those in their 40's have passed the 8 million yen mark. One could say that those who have an interest in luxury watches have a comfortable lifestyle. The fact that respondents are willing to spend, on average, up to 379,000 yen on their next watch is by no means a result hastily scribbled down at random.

Two price ranges

If one takes a closer look at the amount that respondents are willing to spend on their next watch, there appear to be two price ranges. One is that made up predominantly of people thinking of buying a mechanical watch, and ranges from 300,000 to 500,000 yen. The other price range is not related at all to the type of watch movement, and is between 100,000 and 150,000 yen. Although the existence of the latter is clear from the preliminary survey question, one can say there is unmistakably a demand for watches in the 300,000 to 500,000 yen price bracket. What is more, there are definitely people who consider buying items that are highly priced. When one comes to consider the Japanese market, products in this high price range are important.

Let us now make a comparison with the online survey carried out two years ago by the Federation of the Swiss Watch Industry FH. The proportion of respondents who said they were willing to spend 300,000 yen or above was 14.2%. In this survey, that figure has risen to 48.1%. Since the same questions were asked in the preliminary survey, one ought to be able to trust this figure. The value of watches has changed a great deal over the last two years. Magazine advertisements and the activities of specialist magazines are very much linked to this change.

Furthermore, in the same survey from 2006, whereas 1.2% of respondents answered that they were willing to spend 1 million yen or above, in this 2008 survey the figure is 10.0%. Therefore, it seems fair to say that the situation has undergone a transformation.

The 30-40 age group next watch

We'd like you to recall that the lines on the graph showing the number of watches owned by those in their 20's and 30's were completely different. People aged around 30 are presumably buying a new watch for themselves. At this point in life, a budget of between 300,000 and 500,000 yen is the upper limit for both men and women. They want to have a watch that they can call their own. If they're unable to buy such a watch at that price once they reach 30, they will probably take that a little badly.

Similar responses appear in our own independent surveys that we carry out. Those currently in their 30's, and particularly men, are buying mechanical watches, and this trend is becoming more pronounced. Moreover, if one does some research into the watches that are being bought, the predominant price range is precisely the one from 300,000 to 500,000 yen. When considering the current Japanese watch

market, this is the price bracket that must be thought of for acquiring one's first mechanical watch. If there are no products in this price bracket, major growth in the Japanese market will probably be difficult to achieve. Just for the record, although those in their 40's waver between foreign brands and domestic ones, since those aged 50 and above trust Japanese-made watches, it is probably inadvisable for foreign brands to consider this age bracket.

Buying online?

Although they are still only a minority, it is clear that buying watches online is becoming increasingly established, especially for the young generation.

In this survey, we asked respondents whereabouts they bought their watches, and in what kind of shop. Of course, although not everyone patiently answered our questions to that level of detail, there were many who did.

Something became clear from the way respondents gave those answers, and that was that although in principle, trustworthy shops in one's local area were considered as the main choice, the greater the selection of products that a shop had, the more popular it was. For the Tohoku region, that meant Sendai, or better still, Tokyo. In Kinki and Chugoku, it was Osaka, while Hakata was the choice in Kyushu. The response that stood out from those we got from Okinawa was the one which conspicuously mentioned Shinjuku.

Respondents want to choose from a very wide selection. They want to examine them closely and then make their choice. This is a feeling that's easily understood. Rather than looking in one's local shop, do research online and in magazines, and then decide “this is the one.” That may be the best policy in the present situation. Leaving aside residents of large city, nowadays, buying online may give you a wider selection to choose from. With watches, it's possible to check them out thoroughly before buying, and this is something that many people actually do.

Increasing diversity of tastes

Let us make a few more comparisons with the 2006 survey. First of all, the figures for the respondents' favorite brands. Although the upper rankings have barely changed, if one looks at the figures there is a feeling that something is happening.

To begin with, looking at the data of 2 years ago, those who said they wanted a Rolex came top, at 40.4%. In this survey, that is now 33.3%. The figure for Seiko 2 years ago was 22.1%, whereas now it's 19.3%. Naturally, there are areas in which the major watch companies are expanding their sales, but overall they are falling. In contrast, respondents not only mentioned brands they wanted which had never before appeared in previous surveys with the sample size being roughly 1,000, but these brands even showed up as ones that respondents own.

Just as an example, 1,106 people that we found for this survey included 12 owners of Breitling watches, 4 were Panerai owners, and 1 had a Vacheron Constantin watch. It's not that we set out to look for those people when doing the survey. The fact that such people get included in the results reflects the state of contemporary Japan. Diversity continues apace, and tastes are becoming segmentalized. Furthermore, the increasing speed of information distribution is furthering this trend.

Profile : WATERSTUDIO

Uses the “emotional program” marketing method. Making full use of consumer surveys “Brand Data Bank” with its sample of 30,000 persons, in conjunction with its own unique methods, it carries out a range of operations, ranging from market research to product development.



This document is just a summary; more detailed materials such as mentioned below have also been prepared. If you have a request, please contact the Federation of the Swiss Watch Industry FH Tokyo Center.

In some cases costs are incurred in producing these, and for this reason we sometimes have to make a charge for materials. We appreciate your understanding on this point.

Brands of watches owned (a list which even includes brands owned by just one person, out of a total of 1,106 respondents)

A survey concerning watch repair

A survey concerning the materials (the case, strap, finish etc) from which watches are made

Domestic data by region

Data on magazines purchased

Data on the names of shops where purchases are/were made

Federation of the Swiss Watch Industry FH Tokyo Center
Miyama Bldg. 3F 6-15-5 Soto-Kanda
Chiyoda-ku, Tokyo 101-0021 JAPAN
Tel 03-3833-0740 Fax 03-3833-0748
info@fhs.jp