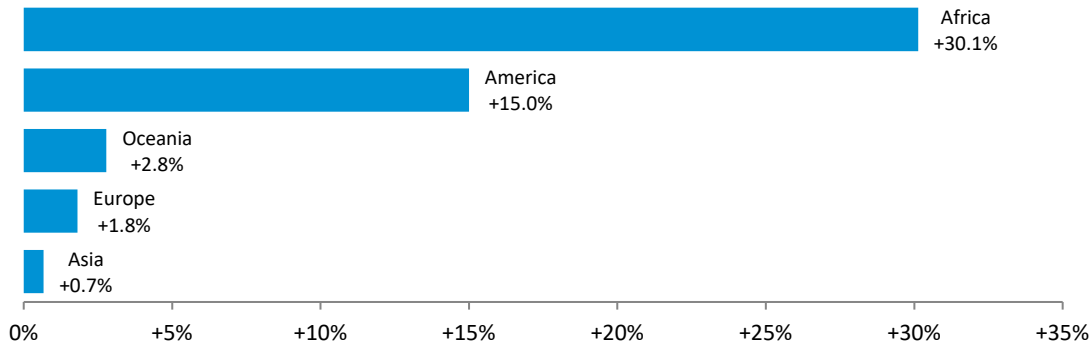




### Swiss watch exports by region January 2025

Regions	Wrist-watches				Total value		
	Units	Variation 2025/2024	Mil. of CHF	Variation 2025/2024	Mil. of CHF	Variation 2025/2024	Share 2025
<b>Europe</b>	<b>441,553</b>	<b>+3.4%</b>	<b>512.0</b>	<b>+2.1%</b>	<b>556.2</b>	<b>+1.8%</b>	<b>27.9%</b>
European Union	335,315	-1.8%	368.9	-0.1%	406.8	-0.5%	20.4%
Eastern Europe	8,748	+31.7%	4.0	+35.0%	4.2	+38.3%	0.2%
Other European countries	97,490	+23.4%	139.1	+7.7%	145.2	+8.0%	7.3%
<b>Africa</b>	<b>11,396</b>	<b>+38.1%</b>	<b>14.8</b>	<b>+30.3%</b>	<b>15.0</b>	<b>+30.1%</b>	<b>0.8%</b>
<b>Asia</b>	<b>395,558</b>	<b>-19.0%</b>	<b>905.2</b>	<b>+0.4%</b>	<b>938.0</b>	<b>+0.7%</b>	<b>47.0%</b>
Middle East	93,804	+2.6%	218.8	+16.5%	223.2	+16.9%	11.2%
Far East	211,633	-28.3%	512.8	-6.3%	530.1	-6.2%	26.6%
Other Asian countries	90,121	-11.3%	173.5	+4.4%	184.8	+5.2%	9.3%
<b>America</b>	<b>241,442</b>	<b>+12.0%</b>	<b>431.3</b>	<b>+14.1%</b>	<b>447.4</b>	<b>+15.0%</b>	<b>22.4%</b>
North America	196,645	+5.6%	385.5	+15.0%	401.0	+15.9%	20.1%
South America	44,797	+52.3%	45.8	+7.6%	46.4	+7.7%	2.3%
<b>Oceania</b>	<b>25,092</b>	<b>-0.3%</b>	<b>37.1</b>	<b>+2.1%</b>	<b>38.1</b>	<b>+2.8%</b>	<b>1.9%</b>
<b>World</b>	<b>1,115,041</b>	<b>-4.2%</b>	<b>1,900.4</b>	<b>+3.9%</b>	<b>1,994.8</b>	<b>+4.1%</b>	<b>100.0%</b>

Total value - Variations



Total value - Share

