

---

# S&P TEST

SWOT & PESTLE.com

---

## WATCHES OF SWITZERLAND SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Watches of Switzerland

**Company Sector :** Luxury Watches

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Watches of Switzerland is a British company that sells Swiss watches. Braunstone, England serves as the location of the business's headquarters. In 1924, the business was established in Ludgate Hill. A variety of watch and jewelry aftercare services are also provided to consumers by the company, along with jewelry, fashion, classic, and luxury timepieces. Rolex, Patek Philippe, Audemars Piguet, Cartier, OMEGA, TAG Heuer, Breitling, and Tudor are just a few of the company's watch brands. It sells watches through its stores with the trademark brands Watches of Switzerland, Mappin and Webb, Goldsmiths, and Mayors. It has roughly 171 core outlets spread out over the US and the UK and it also features seven online stores. Its multi-channel presence has been developed through a network that consists of travel retail multi-brand stores, online marketplaces, and a portfolio of mono-brand boutiques. The portfolio of the company includes 40 locations in the United States and 131 stores in the United Kingdom as of 2022. The Watches of Switzerland Group reported that it has begun 2023 by opening its first Omega store in Stockholm.

The USP of Watches of Switzerland lies in its being an internationally renowned modern, leading retailer of the most prestigious luxury watch brands in the world with long-standing partnerships with the most prestigious luxury watch and jewelry brands. The mission statement of Watches of Switzerland reads, "Our vision is to be the best luxury watch and jewelry retailer in the markets that we serve".

**Revenue :**

£1,238 million - FY ending 31st March 2022 (y-o-y growth 36%)

£ 905.1 million - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Watches of Switzerland is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Loyal, diverse, and multi-generational customer base.</li> <li>2.Strong network expansion across both the markets.</li> <li>3.The group has been selected to operate mono brand boutiques on behalf of their brand partners.</li> <li>4.A well invested portfolio of multi-channel leadership.</li> <li>5.Strongly focused on creating overall value for clients.</li> </ol>	<ol style="list-style-type: none"> <li>1.Concentration of luxury watch supply among a limited number of brand partners.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Strong track record of growth of the luxury watches market, especially Swiss watches.</li> <li>2.United Kingdom is the fifth largest market for Swiss watches.</li> <li>3.Strong barriers to entry in the luxury watch segment.</li> <li>4.Limited supply capacity for Key brands.</li> <li>5.Unlike most other businesses today there is very little threat of pureplay digital development.</li> <li>6.Strong growth opportunity in the US market.</li> </ol>	<ol style="list-style-type: none"> <li>1.Increase in cyber-attacks.</li> <li>2.Estimated expenditure downturn on expensive and discretionary products.</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Watches of Switzerland is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Political instability in UK leading to uncertainty in policymaking</li> <li>2. Conflict in Ukraine may affect the company's expansion plans in the rest of Europe.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Record inflation and rising interest rates.</li> <li>2. Higher income demographics, the group's major customers, are largely unaffected by cost-of-living pressures.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Challenges posed by COIVD-19.</li> <li>2. Strong value retention.</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Rising risks of cyber-attacks.</li> <li>2. Effects of crypto meltdown on luxury watch market.</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Tourists unable to reclaim sales tax on items purchased in the UK.</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Operational and financial impact of climate change.</li> <li>2. Leveraging technology to mitigate environmental impact</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Watches of Switzerland** SWOT & PESTLE Analysis is a paid report at **21.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2025 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)