

Swiss watch sales hit by pandemic

Swatch Group reported its first annual loss in almost 40 years as the pandemic battered demand in the luxury sector. Swiss watch exports fell by a third in 2020 to 16.1 billion francs

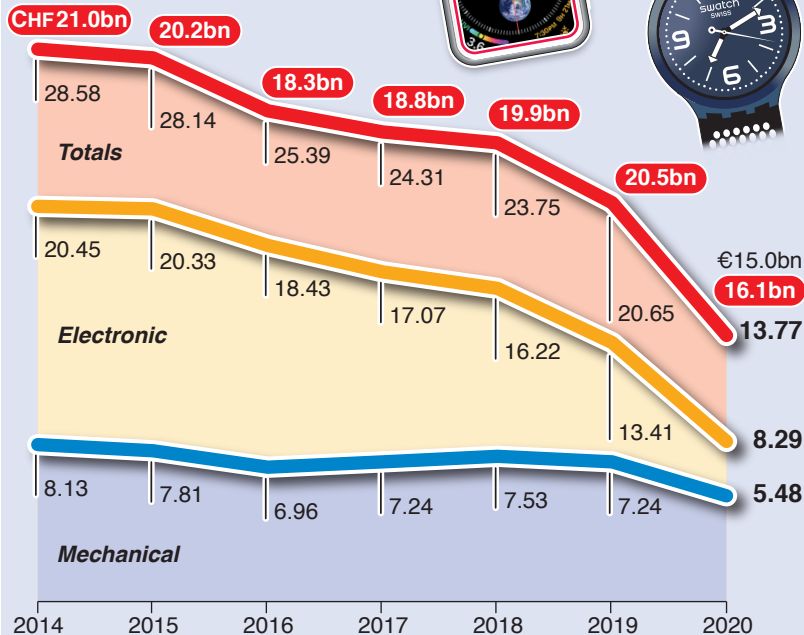
Swiss watch exports

(millions of units, value in CHF)

2019: Apple sells more watches than entire Swiss watch industry

Apple
30.7m

Switz.
20.7m



Sources: Federation of the Swiss Watch Industry, Bloomberg, Reuters

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