

## Swiss Luxury Watch Brands Eye Growth in India as Trade Landscape Shifts

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Swiss luxury watchmakers are gearing up for a **promising period of growth in India**, driven by recent shifts in trade policy and a rising base of affluent consumers. According to **Adrian Bosshard**, Chief Executive Officer of **Rado**, easing import duties and strengthening demand are positioning the country as one of the most attractive markets worldwide for premium watches.

### EFTA Agreement to Make Luxury Watches More Accessible

A key factor behind this optimism is India's **new trade agreement with the European Free Trade Association (EFTA)**, which includes Switzerland. The pact will gradually **eliminate basic customs duty on Swiss watches over the next seven years**, reducing barriers that historically made high-end timepieces expensive for Indian buyers. Bosshard noted that this tax reduction will make luxury timepieces **more competitively priced and accessible**, potentially boosting sales across segments.

### India: Rado's Biggest and Fastest-Growing Market

Rado has seen India evolve into a **major growth engine**, with the country now surpassing traditional powerhouse markets such as China and the United States. The brand has consistently recorded **double-digit growth in India**, with demand not only from long-time traditional buyers but also from **younger, first-time luxury consumers** who view premium watches as symbols of personal achievement and style.

### Youthful Demographics and Rising Purchasing Power

Bosshard highlighted that India's **young, ambitious population** and growing purchasing power are key drivers behind the surge in interest for luxury watches. Entry-level Swiss models, priced around ₹1 lakh, are attracting younger professionals, while higher-end collections — like the Captain Cook series — continue to find buyers among seasoned enthusiasts.

### Luxury Demand Rising Beyond India

Industry insiders also point to broader trends supporting luxury watch sales in India. With luxury spending slowing in markets such as **China**, global brands, including the likes of **Bulgari**, are increasing focus on the Indian market, expanding retail footprints and tailoring offerings to local preferences. The combination of a growing affluent middle class, rising disposable incomes, and enhanced retail infrastructure positions India as a **key strategic market** for international luxury timepiece brands.