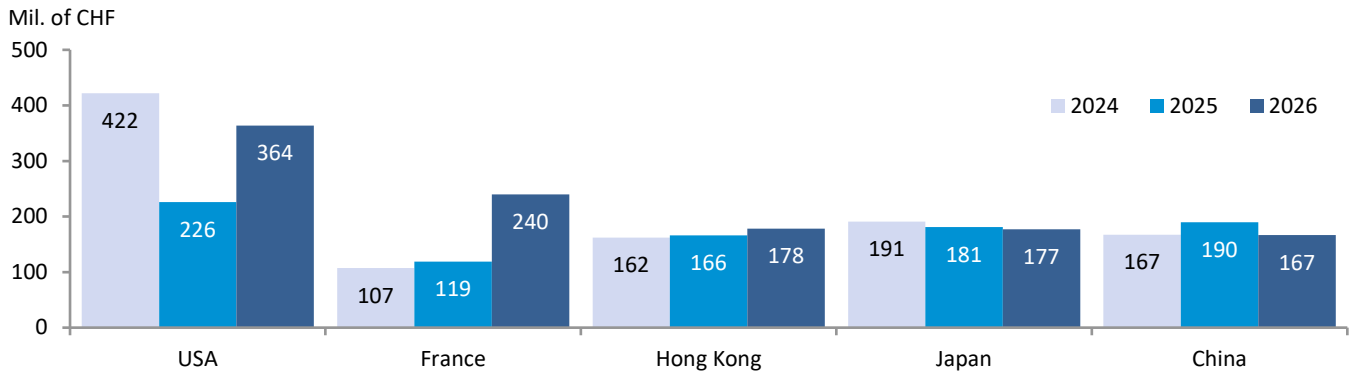
Fédération de l'industrie horlogère suisse FH
Verband der Schweizerischen Uhrenindustrie FH
Federation of the Swiss Watch Industry FH

World distribution of Swiss watch exports
October 2026

Markets	Mil. of CHF			Variation			
	2026	2025	2024	2026/2025		2026/2024	
				(+)	(-)	(+)	(-)
1. USA	**363.7**	226.1	421.7	+60.8%			-13.8%
2. France	**239.8**	119.0	107.2	+101.6%		+123.7%	
3. Hong Kong	**178.2**	166.0	162.0	+7.3%		+10.0%	
4. Japan	**177.0**	180.8	190.7		-2.1%		-7.2%
5. China	**166.9**	190.0	167.4		-12.1%		-0.3%
6. United Kingdom	**163.1**	153.1	164.8	+6.5%			-1.0%
7. UAE	**131.6**	136.0	97.2		-3.2%	+35.4%	
8. Singapore	**131.2**	153.3	143.7		-14.4%		-8.7%
9. Germany	**111.9**	113.0	108.8		-1.1%	+2.8%	
10. South Korea	**89.5**	72.8	71.8	+22.8%		+24.7%	
11. Italy	**83.1**	97.4	93.0		-14.7%		-10.6%
12. Taiwan	**49.3**	40.1	38.7	+23.0%		+27.4%	
13. Mexico	**46.8**	31.2	32.4	+50.2%		+44.6%	
14. India	**40.9**	31.7	29.9	+29.0%		+36.8%	
15. Australia	**39.5**	45.5	44.5		-13.2%		-11.1%
16. Canada	**35.6**	31.7 *	28.5	+12.2%		+24.6%	
17. Turkey	**28.1**	31.5	24.8		-10.8%	+13.5%	
18. Spain	**27.6**	43.6	45.2		-36.8%		-39.0%
19. Thailand	**25.9**	20.6	21.4	+26.0%		+21.3%	
20. Ireland	**22.0**	20.8	17.8	+5.5%		+23.1%	
21. Saudi Arabia	**21.8**	30.8	26.0		-29.3%		-16.2%
22. Qatar	**20.7**	21.8	21.0		-5.3%		-1.4%
23. Netherlands	**19.0**	31.2 *	29.6		-39.3%		-36.0%
24. Austria	**16.8**	18.9	16.5		-11.2%	+2.0%	
25. Kuwait	**15.4**	17.1	15.4		-9.9%	+0.4%	
26. Bahrain	**10.7**	16.3	12.4		-34.4%		-13.4%
27. Indonesia	**10.3**	1.3	1.8	+686.7%		+477.2%	
28. Israel	**8.2**	8.0	8.5	+3.1%			-2.5%
29. Poland	**8.1**	7.5	6.4	+7.5%		+25.9%	
30. Kazakhstan	**7.6**	3.1	3.7	+141.5%		+102.1%	
Total 30 markets	**2,290.3**	**2,060.6**	**2,152.7**	**+11.1%**		**+6.4%**	
Share in %	**93.2%**	91.6%	91.8%				
Total value	**2,456.4**	**2,250.7**	**2,345.5**	**+9.1%**		**+4.7%**	



* The data supplied by the Federal Office for Customs and Border Security and published by the FH can be subsequently revised or adjusted. The most recent publications prevail. The data noted with an asterisk have been significantly updated since their first publication.

FH, November 2026