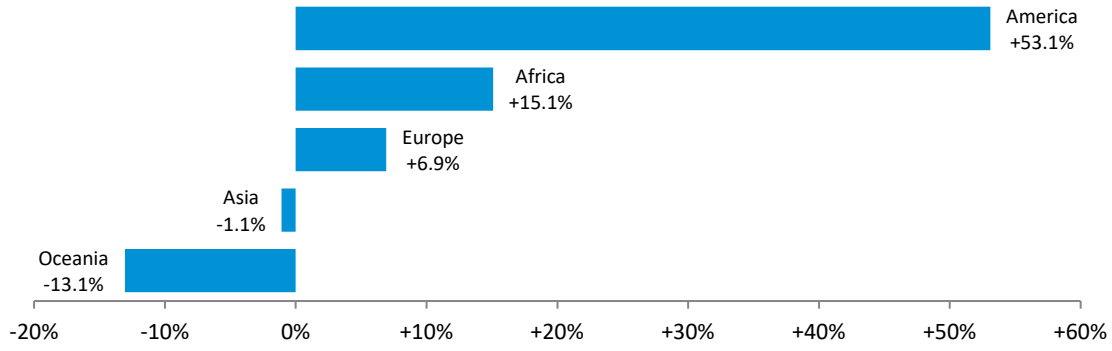
Fédération de l'industrie horlogère suisse FH
Verband der Schweizerischen Uhrenindustrie FH
Federation of the Swiss Watch Industry FH

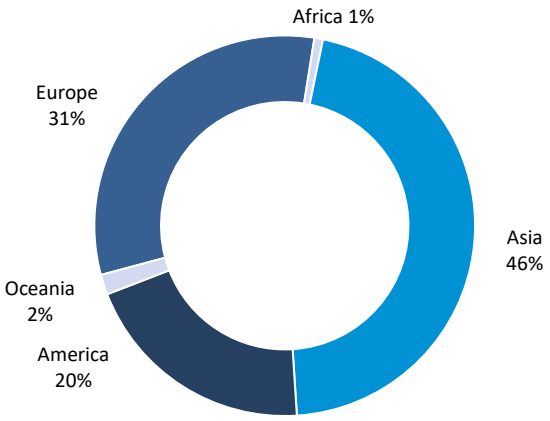
Swiss watch exports by region
October 2026

Regions	Wrist-watches				Total value		
	Units	Variation 2026/2025	Mil. of CHF	Variation 2026/2025	Mil. of CHF	Variation 2026/2025	Share 2026
Europe	**609,642**	**+1.2%**	**730.6**	**+8.0%**	**777.8**	**+6.9%**	**31.7%**
European Union	*481,944*	*+6.8%*	*535.7*	*+11.3%*	*575.9*	*+9.2%*	*23.4%*
Eastern Europe	*14,487*	*-16.1%*	*5.9*	*-10.4%*	*6.2*	*-8.1%*	*0.3%*
Other European countries	*113,211*	*-15.3%*	*189.0*	*+0.4%*	*195.8*	*+1.2%*	*8.0%*
Africa	**9,845**	**-19.5%**	**17.6**	**+17.3%**	**18.0**	**+15.1%**	**0.7%**
Asia	**485,088**	**+7.0%**	**1,079.4**	**-1.4%**	**1,123.8**	**-1.1%**	**45.8%**
Middle East	*96,718*	*+3.9%*	*219.7*	*-10.8%*	*224.3*	*-10.7%*	*9.1%*
Far East	*259,236*	*+0.8%*	*636.4*	*+1.2%*	*663.3*	*+1.6%*	*27.0%*
Other Asian countries	*129,134*	*+25.4%*	*223.4*	*+1.6%*	*236.2*	*+1.9%*	*9.6%*
America	**418,855**	**+52.6%**	**475.1**	**+54.2%**	**495.1**	**+53.1%**	**20.2%**
North America	*355,760*	*+64.5%*	*380.6*	*+56.3%*	*399.3*	*+54.9%*	*16.3%*
South America	*63,095*	*+8.5%*	*94.5*	*+46.2%*	*95.8*	*+46.1%*	*3.9%*
Oceania	**26,301**	**-13.2%**	**41.1**	**-12.7%**	**41.7**	**-13.1%**	**1.7%**
World	**1,549,731**	**+12.9%**	**2,343.8**	**+9.5%**	**2,456.4**	**+9.1%**	**100.0%**

Total value - Variations



Total value - Share



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.

FH, November 2026