

Tag Heuer Pricing and Sales Dashboard - Internal Performance

% Price Growth

164,8%

Total Models Sold

269

Average price

3.798

Total Markets

10

Total Units Sold 2025

2692M

Total Sales 2025 EUR

10.389.273M

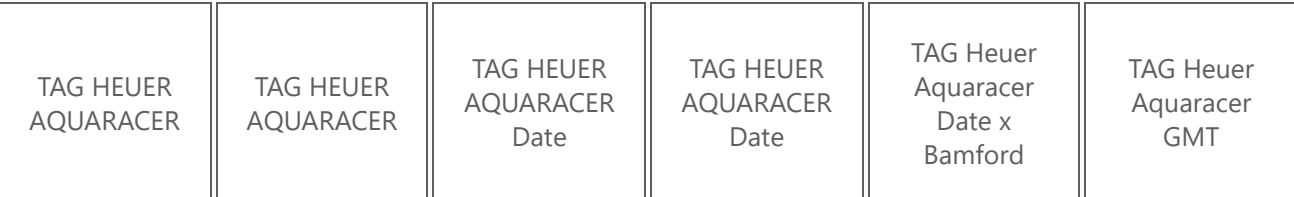
Country



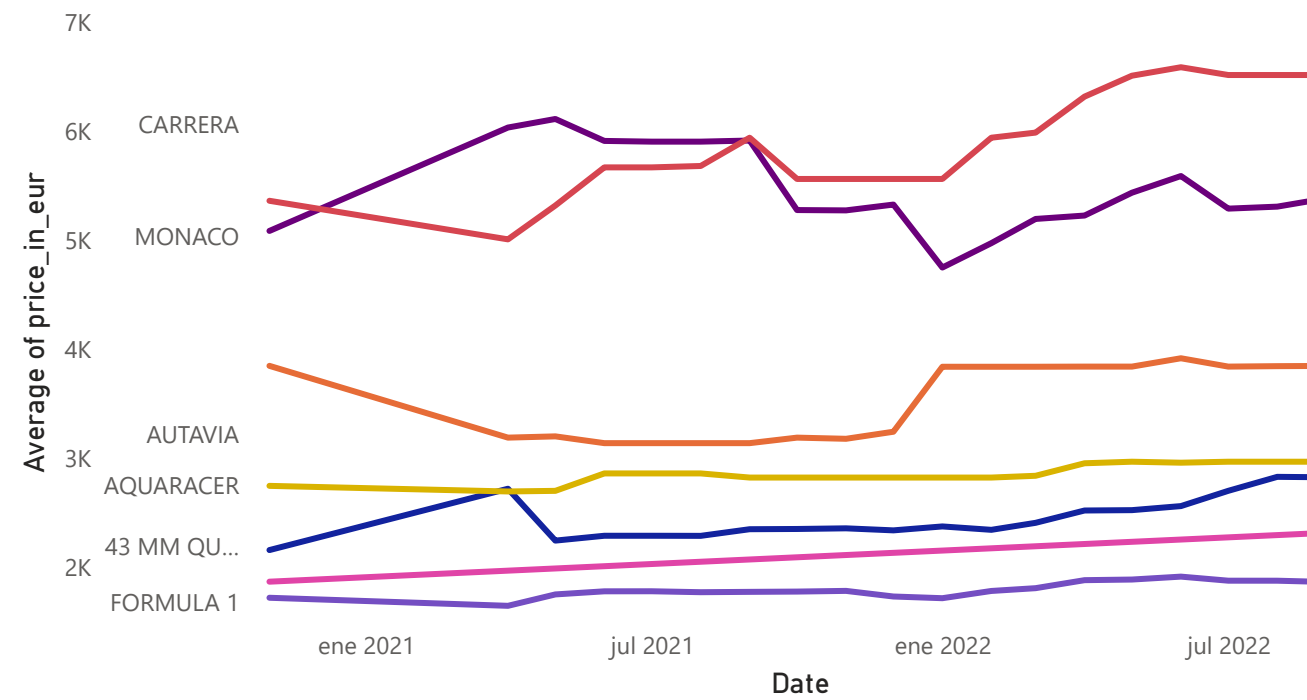
Collection



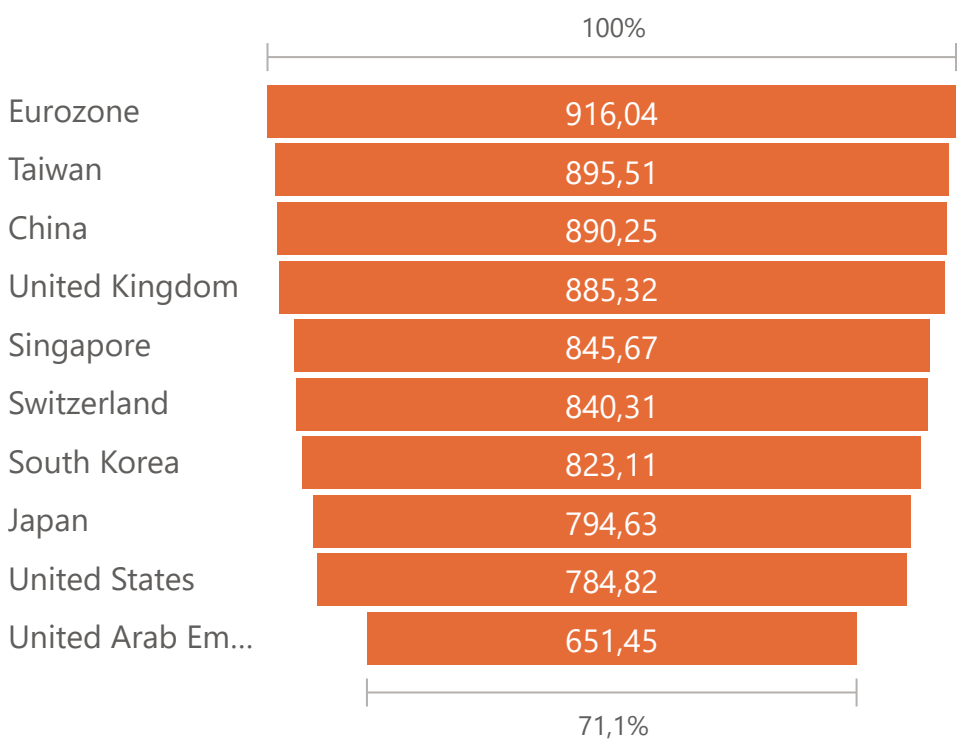
Watch name



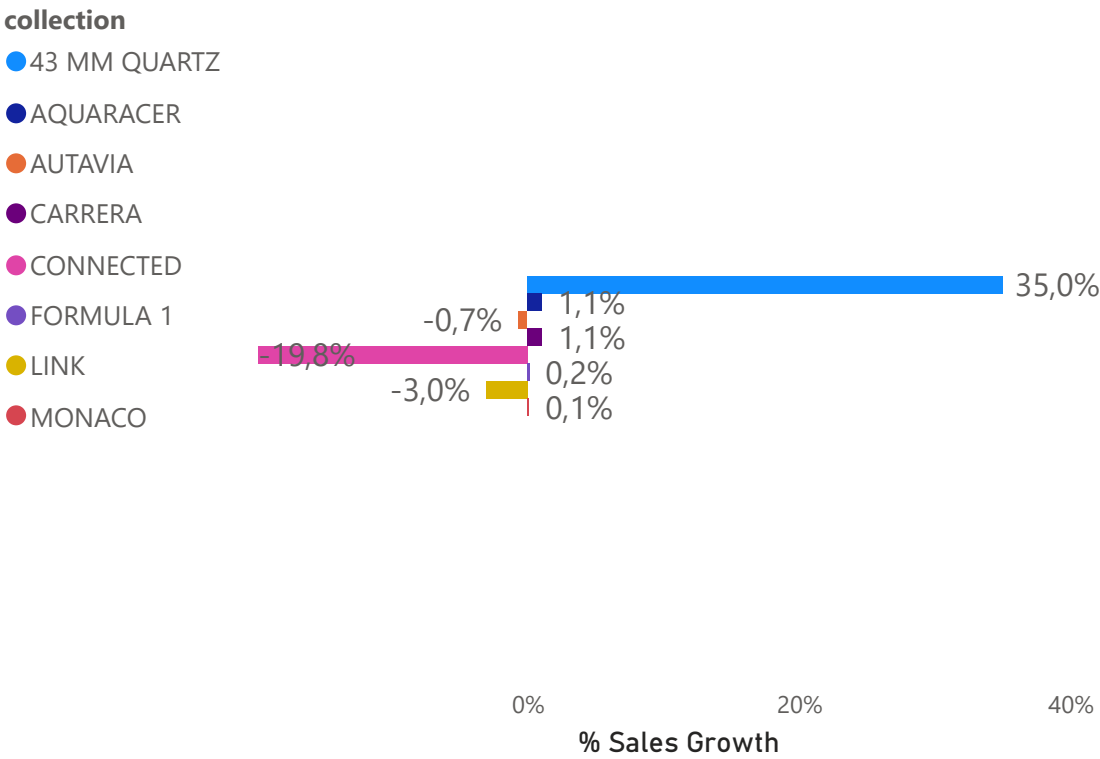
Average Price Evolution by Collection



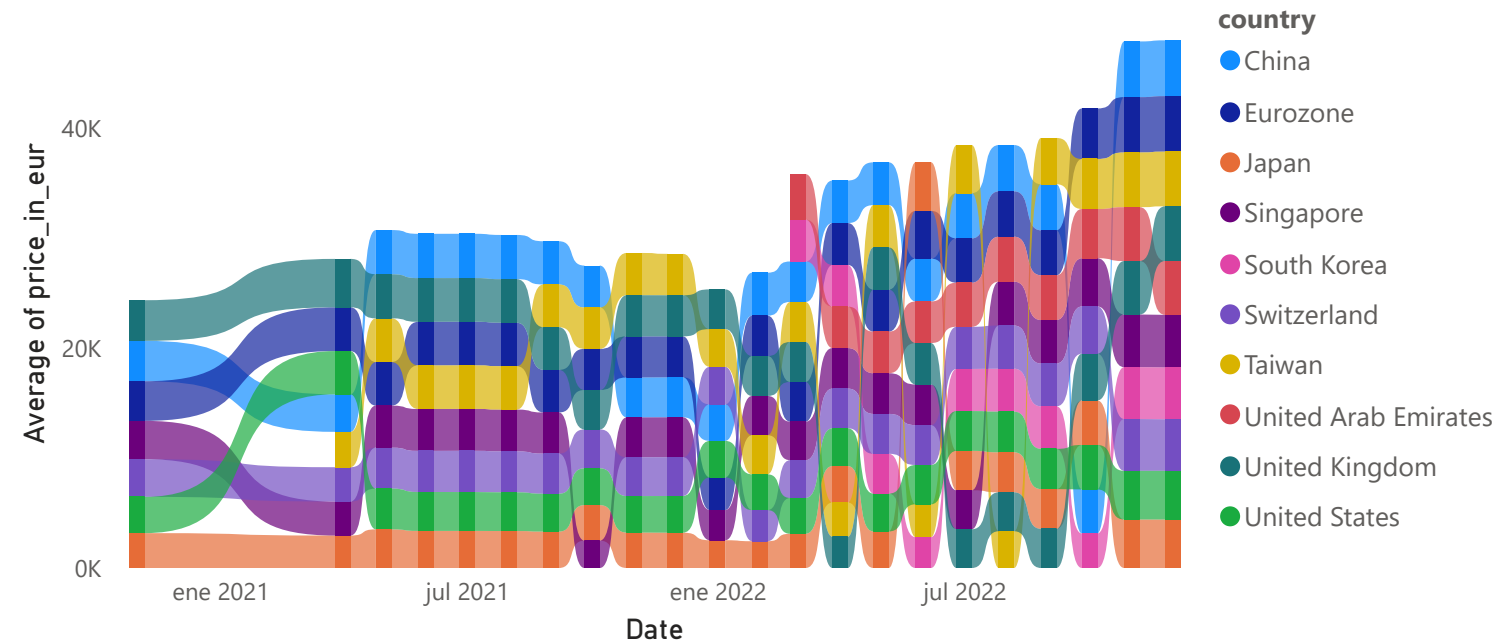
Per Capita by country



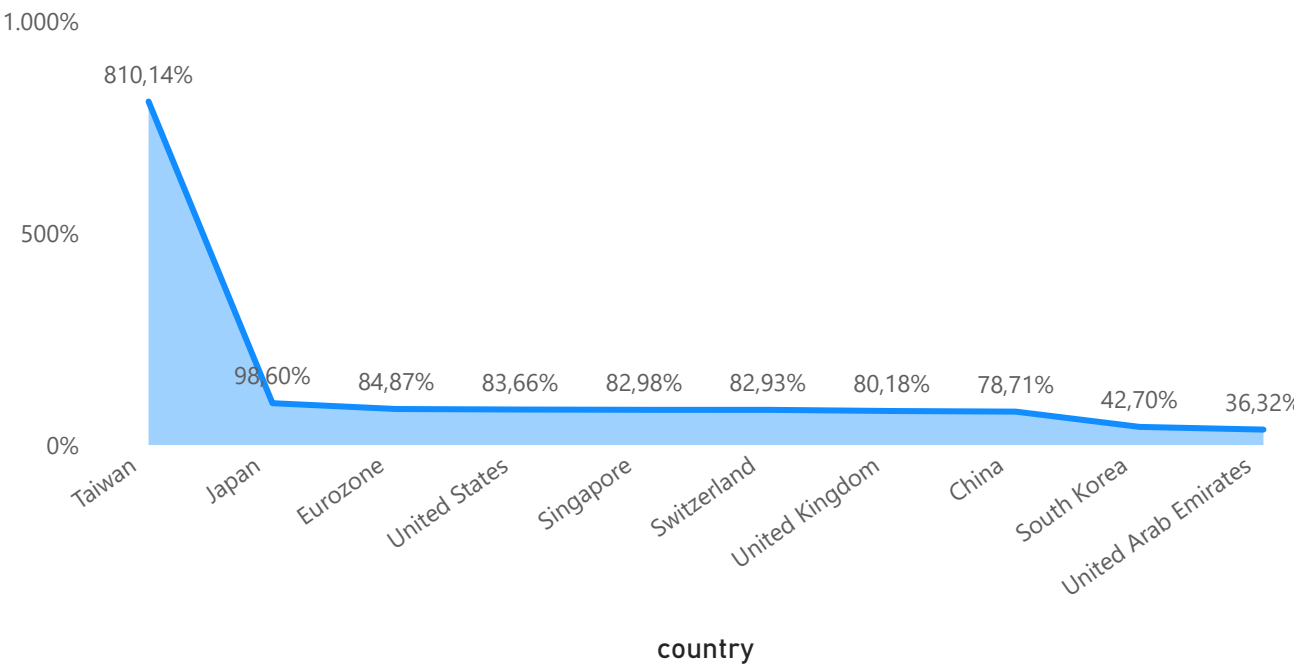
Sales Growth by Collection



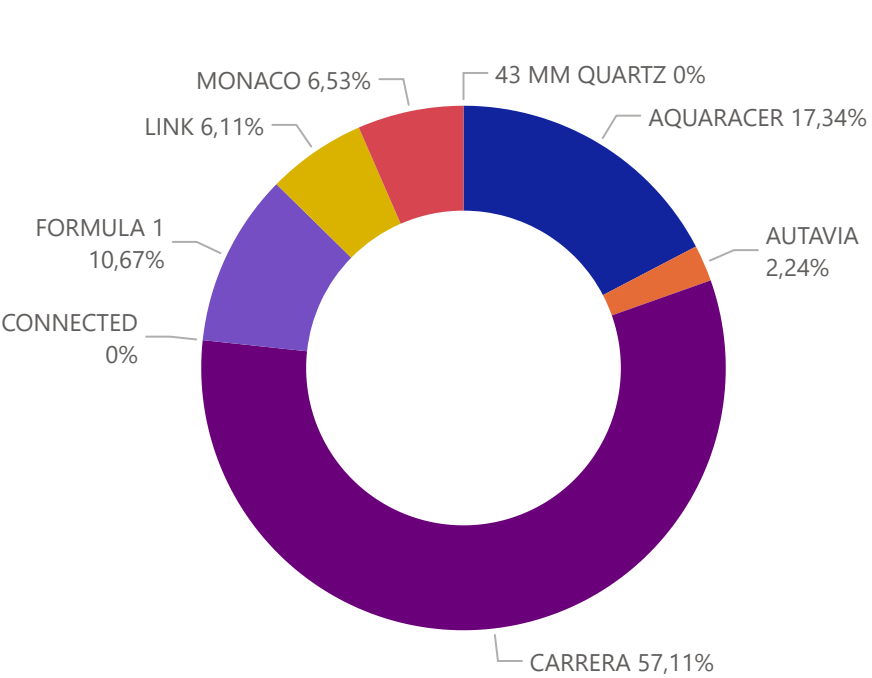
Average Price Evolution by Country



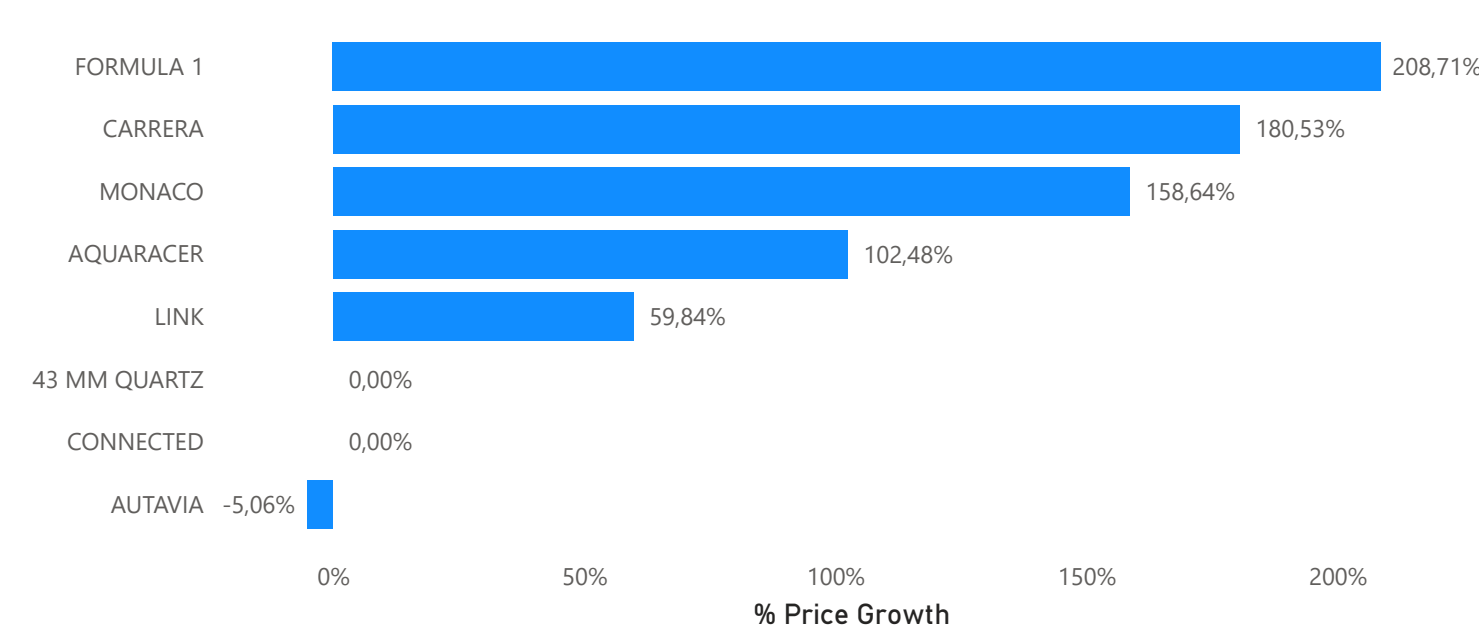
% Price Growth by Country



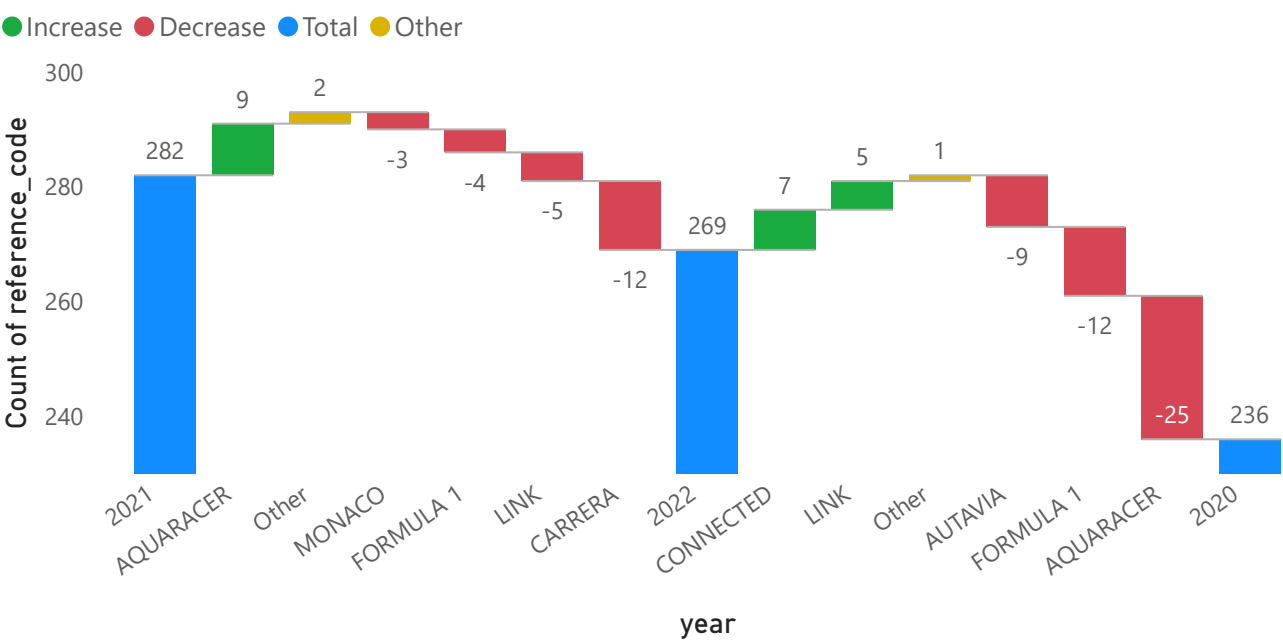
Sales Mix by Collection 2025



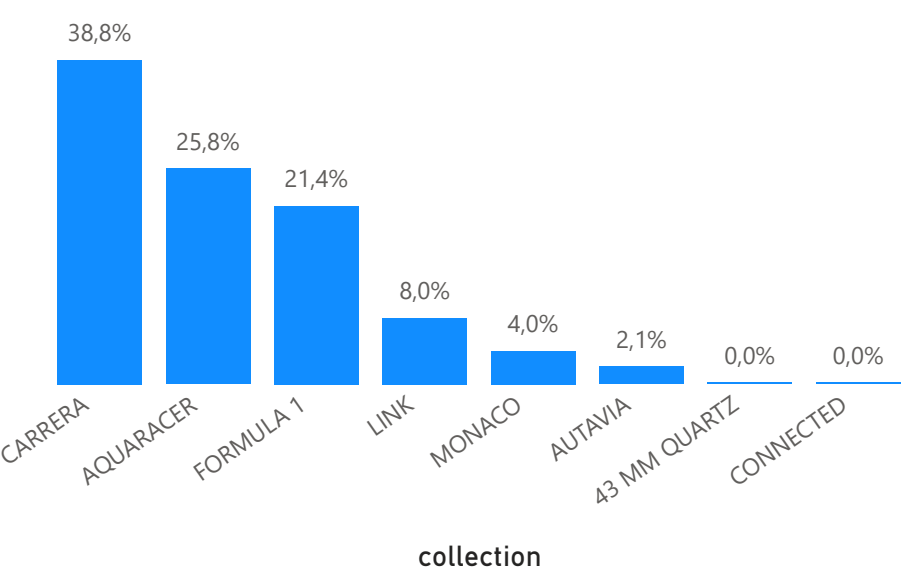
% Price Growth by Collection



New models growth per Collection



Sold Units per Collection



Tag Heuer Pricing and Sales Dashboard - Industry comparison

% Price Growth

553,6%

Total Models Sold

41444

Average price

20.973

Total Markets

10

Total Units Sold 2025

33620M

Total Sales 2025 EUR

918.978.460M

Country

China

Eurozone

Japan

Singapore

South Korea

Switzerland

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Brand

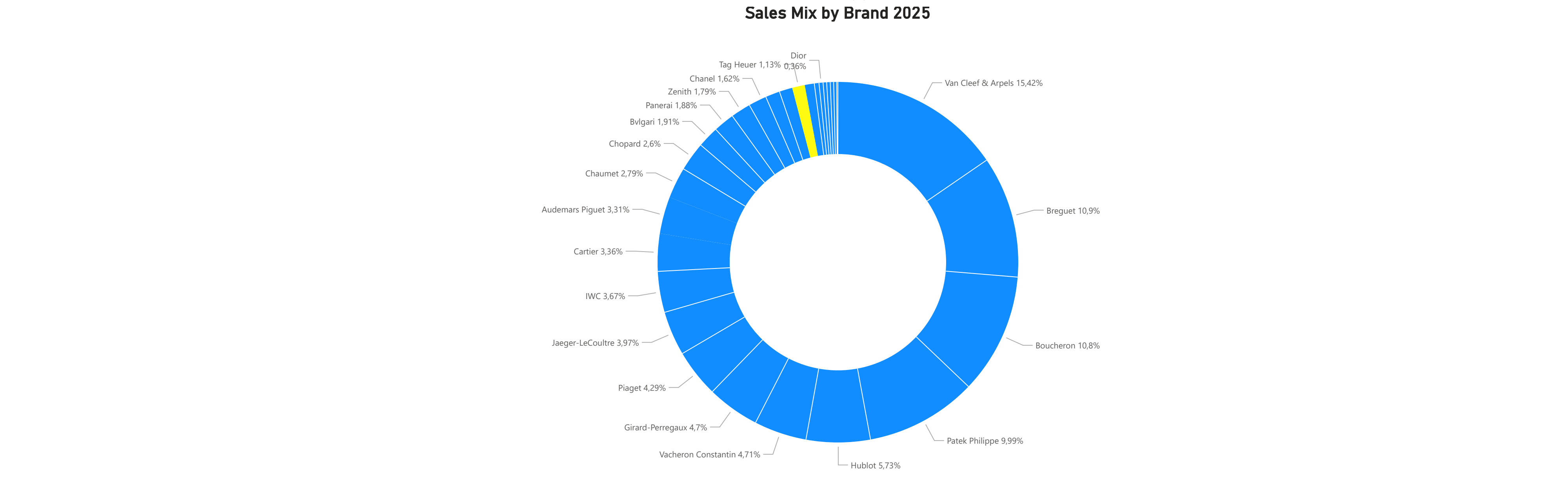
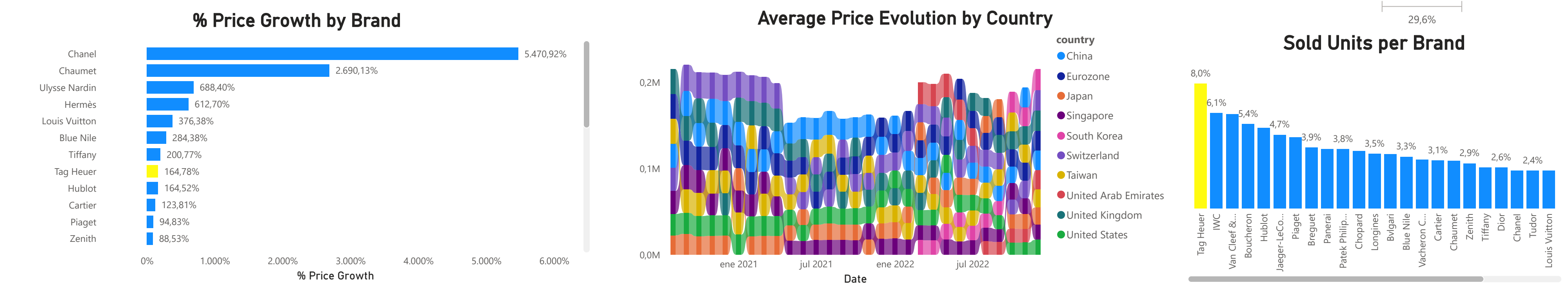
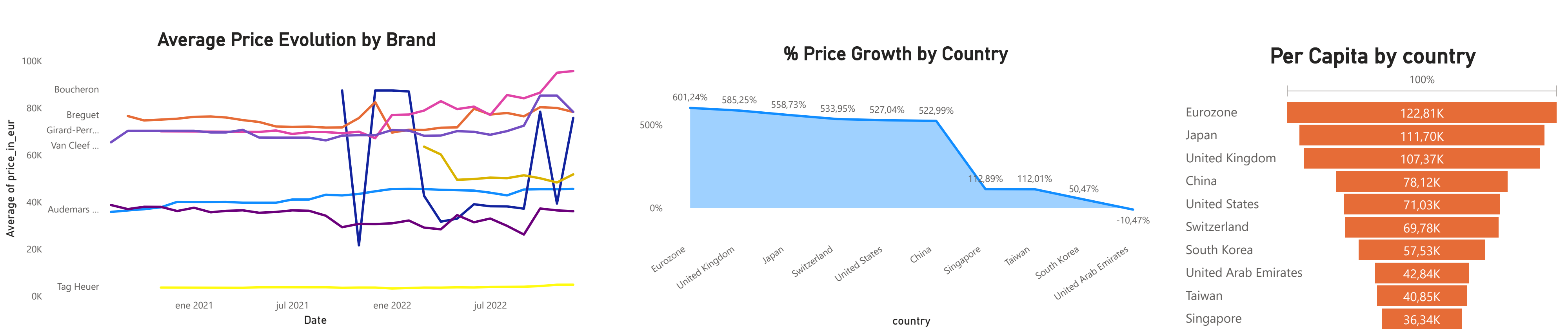
Audemars Piguet

Blue Nile

Boucheron

Boucheron

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Tag Heuer Pricing and Sales Dashboard - Top 5 Products

Total Sales 2025 EUR

10.343.267M

Collection

FORMULA 1

11

Top 5 Sales Items

