

Sunglasses in Japan

Market Direction | 2022-06-16 | 17 pages | Euromonitor

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Report description:

Despite COVID-19 conditions showing recovery, and most retailers returning to normal hours of operation, sunglasses is set to continue to show only slow recovery in current value terms in 2022. This is because in Japan, sunglasses are highly associated with travel and leisure. In general, Japanese consumers do not wear sunglasses daily, and still associate wearing sunglasses for special occasions such as holidays, or as part of a fashionable look. Therefore, with continued restricted travel cond...

Euromonitor International's Sunglasses in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sunglasses market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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