

Sunglasses in Sweden

Market Direction | 2022-06-15 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sunglasses was the eyewear category that had the biggest decline in 2020 due to COVID-19, but also saw the strongest recovery in 2021 and 2022. Sunglasses had contrasting trends at the end of the review period, with almost non-existent outbound travel in 2020 driving down the need for sunglasses, while a strong demand for domestic tourism and outdoor activities strengthened retail value sales. As many Swedes headed for the mountains, as well as partaking in hiking, trekking and long-distance ski...

Euromonitor International's Sunglasses in Sweden 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

SUNGLASSES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales of sunglasses benefit from an increase in tourists during 2022

Sunglasses trends influenced by fashion styles and ever rising uptake of outdoor activities in 2022

Famous brands popular in Sweden due to fashionable collections and celebrity endorsements

PROSPECTS AND OPPORTUNITIES

Demand for sunglasses likely to be muted during the forecast period thanks to less tourism

Outdoor lifestyle set to boost sales of sunglasses over the forecast period

Demand for trendy, sporty and niche sunglasses likely to rise in the forecast period

CATEGORY DATA

Table 1 Sales of Sunglasses: Volume 2017-2022

Table 2 Sales of Sunglasses: Value 2017-2022

Table 3 Sales of Sunglasses: % Volume Growth 2017-2022

Table 4 Sales of Sunglasses: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sunglasses: % Value 2017-2021

Table 6 LBN Brand Shares of Sunglasses: % Value 2018-2021

Table 7 Distribution of Sunglasses by Format: % Value 2017-2022

Table 8 Forecast Sales of Sunglasses: Volume 2022-2027

Table 9 Forecast Sales of Sunglasses: Value 2022-2027

Table 10 □Forecast Sales of Sunglasses: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Sunglasses: % Value Growth 2022-2027

EYEWEAR IN SWEDEN

EXECUTIVE SUMMARY

Eyewear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 Sales of Eyewear by Category: Volume 2017-2022

Table 13 Sales of Eyewear by Category: Value 2017-2022

Table 14 Sales of Eyewear by Category: % Volume Growth 2017-2022

Table 15 Sales of Eyewear by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Eyewear: % Value 2017-2021

Table 17 LBN Brand Shares of Eyewear: % Value 2018-2021

Table 18 Distribution of Eyewear by Format: % Value 2017-2022

Table 19 Forecast Sales of Eyewear by Category: Volume 2022-2027

Table 20 Forecast Sales of Eyewear by Category: Value 2022-2027

Table 21 □Forecast Sales of Eyewear by Category: % Volume Growth 2022-2027

Table 22 □Forecast Sales of Eyewear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Sunglasses in Sweden

Market Direction | 2022-06-15 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scott's-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-02-12"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com