

## Sunglasses in Sweden

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

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### 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.

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#### 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

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