

Sunglasses in South Korea

Market Direction | 2022-06-24 | 17 pages | Euromonitor

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Report description:

Outdoor activities and travel are starting to return to pre-pandemic levels in South Korea, increasing the stronger potential for sunglasses in 2022. Demand for sunglasses notably improved in 2021, with the category recording double-digit current value growth, but 2022's growth is expected to be more dynamic in retail volume terms as local society continues to gradually return to some level of normality. The South Korean government eased most social distancing regulations in May 2022. Concerts,...

Euromonitor International's Sunglasses in South Korea 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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SUNGLASSES IN SOUTH KOREA

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Greater return to normality in 2022 set to further positively impact demand for sunglasses

Gentle Monster strengthens convincing leadership of sunglasses in 2021

Players adopt various strategies to survive the competition

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Gentle Monster set for further robust growth, transforming into a luxury brand

Under intense competition, uniqueness and collaboration to create higher value will be critical

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