

Sunglasses in Indonesia

Market Direction | 2022-06-27 | 16 pages | Euromonitor

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Report description:

The main factors affecting sunglasses sales in Indonesia are international and domestic travel, with many people purchasing sunglasses whilst on holiday. With consumers unable to travel domestically or internationally in 2020, retail current value sales of sunglasses saw a double-digit decline as local consumers reined in their discretionary spending and travelled less. In addition, the pandemic drove a significant decline in international tourism. This forms a significant chunk of the local eco...

Euromonitor International's Sunglasses in Indonesia 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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SUNGLASSES IN INDONESIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sunglasses begins its recovery as restrictions are lifted and travel resumes

Fashion and sports sunglasses continue to see growth thanks to affordability and increased interest in outdoor exercising

Leader Luxottica Group continues to lead despite greater pressure from cheaper local brands with agile marketing strategies

PROSPECTS AND OPPORTUNITIES

Revival of international tourism will underpin recovery of category

The adoption of new technology will facilitate further growth in e-commerce

Increasing health consciousness will boost demand for sport sunglasses

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