

Sunglasses in Thailand

Market Direction | 2022-07-01 | 18 pages | Euromonitor

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Report description:

Sunglasses was the hardest hit area of eyewear by the COVID-19 pandemic with sales plummeting in 2020 and seeing only a modest recovery in 2021. Home seclusion orders and travel bans coupled a lack of inbound and outbound tourism took away a significant driver of demand for sunglasses, with these issues being compounded by added economic pressures. The category is faring much better in 2022 with restrictions being lifted and tourists returning, with some consumers also looking to update their ol...

Euromonitor International's Sunglasses in Thailand 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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