

## **Sunglasses in Argentina**

Market Direction | 2022-07-04 | 17 pages | Euromonitor

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### **Report description:**

The COVID-19 pandemic has been highly detrimental to the demand for sunglasses as economic stress (caused by pandemic job insecurities and continued rapid inflation) and fewer opportunities to spend time outside, led to limited use of this item. Sunglasses are also considered non-essential items and thus not a priority for consumer spending.

Euromonitor International's Sunglasses in Argentina 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.

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SUNGLASSES IN ARGENTINA

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2022 DEVELOPMENTS

As consumers restrict their spending, interest in the online channel grows

New models are launched to attract the attention of consumers

Ray-Ban remains the most sought-after brand by consumers, though sustainability initiatives are on the up

PROSPECTS AND OPPORTUNITIES

Greater use of sunglasses in younger people provides hope to a struggling category

Instalment options and entry from other FMCG brands will support sunglasses sales

E-commerce will maintain its momentum thanks to wider availability of products, special price deals, and the convenience factor

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## SOURCES

### Summary 1 Research Sources

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