

Sunglasses in Mexico

Market Direction | 2022-07-04 | 18 pages | Euromonitor

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Report description:

With all distribution channels being fully open in 2022, sunglasses continues to see healthy retail value and volume sales growth, albeit at a lower rate than that of 2021. Sunglasses' retail value and volume sales is mainly due to consumers returning to their pre-pandemic lifestyles.

Euromonitor International's Sunglasses in Mexico 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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Table of Contents:

Sunglasses in Mexico

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List Of Contents And Tables

SUNGLASSES IN MEXICO

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to pre-pandemic lifestyles aid sales of sunglasses in 2022

Rise in tourism and inflation result in better value than volume sales in 2022

E-commerce sites use aggressive advertising methods to lure consumers in 2022

PROSPECTS AND OPPORTUNITIES

Return of tourists and high inflation are likely to have opposing effects on sales of sunglasses during the forecast period

E-commerce set to become more important and sophisticated during the forecast period

Collaborations and promotional periods set to drive sales over the forecast period

CATEGORY DATA

Table 1 Sales of Sunglasses: Volume 2017-2022

Table 2 Sales of Sunglasses: Value 2017-2022

Table 3 Sales of Sunglasses: % Volume Growth 2017-2022

Table 4 Sales of Sunglasses: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sunglasses: % Value 2017-2021

Table 6 LBN Brand Shares of Sunglasses: % Value 2018-2021

Table 7 Distribution of Sunglasses by Format: % Value 2017-2022

Table 8 Forecast Sales of Sunglasses: Volume 2022-2027

Table 9 Forecast Sales of Sunglasses: Value 2022-2027

Table 10 □Forecast Sales of Sunglasses: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Sunglasses: % Value Growth 2022-2027

EYEWEAR IN MEXICO

EXECUTIVE SUMMARY

Eyewear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 Sales of Eyewear by Category: Volume 2017-2022

Table 13 Sales of Eyewear by Category: Value 2017-2022

Table 14 Sales of Eyewear by Category: % Volume Growth 2017-2022

Table 15 Sales of Eyewear by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Eyewear: % Value 2017-2021

Table 17 LBN Brand Shares of Eyewear: % Value 2018-2021

Table 18 Distribution of Eyewear by Format: % Value 2017-2022

Table 19 Forecast Sales of Eyewear by Category: Volume 2022-2027

Table 20 Forecast Sales of Eyewear by Category: Value 2022-2027

Table 21 □Forecast Sales of Eyewear by Category: % Volume Growth 2022-2027

Table 22 □Forecast Sales of Eyewear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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