

Sunglasses in Taiwan

Market Direction | 2022-07-05 | 17 pages | Euromonitor

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Report description:

The fact that government restrictions have eased and that vouchers were issued in late 2021 to encourage spending will boost domestic travel in 2022. This will directly influence sales of sunglasses since most consumers purchase them when on or before going on holiday. There will be a particularly strong potential for sunglasses to improve sales in 2022 as Taiwanese consumers are still not able to travel abroad and purchase luxury sunglasses in foreign countries. This will lead to sunglasses rec...

Euromonitor International's Sunglasses in Taiwan 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 TAIWAN

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Rise in domestic travel and easing of COVID-19 restrictions triggers full recovery

Consumer revenge spending benefits both luxury and fast fashion sunglasses

Sunglasses promotion through streaming video and series

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Department stores will maintain status as go-to channel for sunglasses

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