

Sunglasses in the Netherlands

Market Direction | 2022-07-04 | 19 pages | Euromonitor

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Report description:

At the start of the pandemic, sunglasses sales plummeted as consumers were forced to spend more time at home and were not able to travel on holiday. There was a full rebound in value sales in 2021, following the relaxation of some of the stricter pandemic measures and greater interest in more expensive, designer products.

Euromonitor International's Sunglasses in Netherlands 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 THE NETHERLANDS

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Continued growth for sunglasses as consumers indulge themselves through purchasing designer brands

Prescription sunglasses start to enter mainstream through advice from opticians

Demand is shifting towards locally- or EU-produced sunglasses

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Sunglasses players to ramp up advertising to build brand awareness

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SOURCES

Summary 1 Research Sources

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