

Sunglasses in Hong Kong, China

Market Direction | 2022-08-02 | 17 pages | Euromonitor

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Report description:

Sales of sunglasses suffered from fewer retail visitors in 2022, with the fifth wave of the pandemic emerging in Hong Kong in February and lasting until April. The situation improved from May as restrictions were relaxed and social distancing rules loosened. While overall sales in 2022 will marginally improve in 2023, as a discretionary item, the category has experienced significant challenges during the pandemic.

Euromonitor International's Sunglasses in Hong Kong, China 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 HONG KONG, CHINA

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E-commerce retains limited reach in luxury goods due to fitting issues

Fashion trends, including sunglasses with chains and charms

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