

Sunglasses in Switzerland

Market Direction | 2022-08-22 | 17 pages | Euromonitor

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Report description:

Demand for sunglasses recovered in 2021 following the most drastic declines recorded in Swiss eye wear in 2020 as a result of pandemic-induced home seclusion and lack of travel opportunities. In line with the easing of restrictions in both Switzerland and overseas destinations, retail volume sales of sunglasses continue to rise in 2022, with value sales set to recover to pre-pandemic levels following a continual drop in the average unit price as retailers attempted to move volume.

Euromonitor International's Sunglasses in Switzerland 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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