

## **Sunglasses in Poland**

Market Direction | 2022-09-02 | 18 pages | Euromonitor

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### **Report description:**

After the steep decline in retail value and volume sales in 2020 as a result of the COVID-19 pandemic, sunglasses registered robust sales growth in 2021, with this trend continuing in 2022, albeit at a slower rate. Nevertheless, retail value and volume sales of sunglasses are unlike to reach pre-pandemic levels by the end of 2022. Supporting retail value sales of sunglasses in 2022 is the Polish economy that has completely reopened as well as consumers spending more time outdoors and being out-a...

Euromonitor International's Sunglasses in Poland 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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tel. 0048 603 394 346 e-mail: [support@scott-international.com](mailto:support@scott-international.com)

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SUNGLASSES IN POLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of COVID-19 restrictions boosts sales of sunglasses during 2022

Increasing price sensitivity is resulting in slower sales of sunglasses in 2022

Luxottica remains the leading player in 2022, while Safilo opens a showroom in Warsaw

PROSPECTS AND OPPORTUNITIES

While sales of sunglasses will remain positive, growth rates are set to be slower, and players will use marketing campaigns to stimulate demand during the forecast period

E-commerce sales of sunglasses set to rise at the expense of street stalls over the forecast period

Social media and environmentally friendly solutions to set the stage over the forecast period

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