

Sunglasses in Germany

Market Direction | 2022-11-10 | 18 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sunglasses is expected to see strong single-digit current value growth in 2022, showing an even more dynamic performance than in 2021. In 2020, sunglasses was the eyewear category impacted the most by the emergence of COVID-19, as the lack of social occasions and the obligation to wear face masks discouraged German consumers from investing in a new pair of sunglasses. Sales of sunglasses registered good growth in 2021, encouraged by higher interest and the promotion of designer products. Intensi...

Euromonitor International's Sunglasses in Germany 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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

SUNGLASSES IN GERMANY

KEY DATA FINDINGS

2022 DEVELOPMENTS

A year of good recovery for sunglasses

Concentrated category, led by Luxottica

E-commerce continues to register the highest growth

PROSPECTS AND OPPORTUNITIES

Positive outlook for sunglasses, as these remain important to German consumers

E-commerce set to gain even more importance

CATEGORY DATA

Table 1 Sales of Sunglasses: Volume 2017-2022

Table 2 Sales of Sunglasses: Value 2017-2022

Table 3 Sales of Sunglasses: % Volume Growth 2017-2022

Table 4 Sales of Sunglasses: % Value Growth 2017-2022

Table 5 NBO Company Shares of Sunglasses: % Value 2017-2021

Table 6 LBN Brand Shares of Sunglasses: % Value 2018-2021

Table 7 Distribution of Sunglasses by Format: % Value 2017-2022

Table 8 Forecast Sales of Sunglasses: Volume 2022-2027

Table 9 Forecast Sales of Sunglasses: Value 2022-2027

Table 10 □Forecast Sales of Sunglasses: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Sunglasses: % Value Growth 2022-2027

EYEWEAR IN GERMANY

EXECUTIVE SUMMARY

Eyewear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 Sales of Eyewear by Category: Volume 2017-2022

Table 13 Sales of Eyewear by Category: Value 2017-2022

Table 14 Sales of Eyewear by Category: % Volume Growth 2017-2022

Table 15 Sales of Eyewear by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Eyewear: % Value 2017-2021

Table 17 LBN Brand Shares of Eyewear: % Value 2018-2021

Table 18 Distribution of Eyewear by Format: % Value 2017-2022

Table 19 Forecast Sales of Eyewear by Category: Volume 2022-2027

Table 20 Forecast Sales of Eyewear by Category: Value 2022-2027

Table 21 □Forecast Sales of Eyewear by Category: % Volume Growth 2022-2027

Table 22 □Forecast Sales of Eyewear by Category: % Value Growth 2022-2027

DISCLAIMER

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Sunglasses in Germany

Market Direction | 2022-11-10 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com