

Sunglasses in Germany

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

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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.

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