

## **Sunglasses in Italy**

Market Direction | 2023-05-19 | 19 pages | Euromonitor

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### **Report description:**

After a very positive 2022 during which saw sunglasses recorded double-digit growth in value and volume terms, 2023 is set to be a more complex year for the category. The dynamic growth seen in 2022 was linked to the category's ongoing recovery after the decline seen in 2020 following the outbreak of COVID-19. Consumers became more active as COVID-19 fears subsided and the remaining restrictions were eased - including the lifting of the obligation to wear protection face masks indoors in public...

Euromonitor International's Sunglasses in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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 ITALY

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Sunglasses set to suffer from the impact of reduced purchasing power

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