

Sunglasses in the US

Market Direction | 2023-05-19 | 18 pages | Euromonitor

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Report description:

Sales of sunglasses in the US experienced a sharp decline in 2020 and early 2021 due to the pandemic. However, the category bounced back to 2019 levels in current value sales terms in 2022, faster than expected. This recovery can be attributed to the return of outdoor events such as music festivals, the growing popularity of outdoor sports, the recovery in travel, and the increase in selecting sunglasses as holiday season gifts. Despite this positive trend, there are several risk factors that ha...

Euromonitor International's Sunglasses in USA 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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SOURCES

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