

## **Eyewear in South Korea**

Market Direction | 2023-05-23 | 34 pages | Euromonitor

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### **Report description:**

Overall eyewear in South Korea is recording mild growth in 2023, with all eyewear categories surpassing pre-pandemic value sales levels. Sunglasses is a particularly strong performer in 2023, recording another year of double-digit value growth and fully recovering to pre-pandemic volume sales levels as well, driven by the easing of restrictions, greater mobility outside of the home, and the resumption of travel, including overseas.

Euromonitor International's Eyewear in South Korea 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.

Product coverage: Contact Lenses and Solutions, Spectacles, Sunglasses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Eyewear 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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