

## **Eyewear in Sweden**

Market Direction | 2023-05-22 | 34 pages | Euromonitor

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### **Report description:**

Eyewear continues to display a strong performance in 2023, following the modest decline recorded in 2020 during the outbreak of COVID-19. In 2021, eyewear registered strong growth due to pent-up demand, consumers' savings during the pandemic (with many saving from lack of services), and the return of international travel. 2022 and 2023 saw a more stable volume increase, boosted by demographic factors and a gradual return to travel. In addition, the strong outdoor trend, a focus on materials and...

Euromonitor International's Eyewear in Sweden 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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