

## **Sunglasses in Hong Kong, China**

Market Direction | 2023-05-23 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Demand for sunglasses is rising, in line with greater mobility outside of the home and the resumption of travel following the reopening of Hong Kong's border in early 2023. Although domestic sales of sunglasses are expected to decline due to a consumer shift in spending power for overseas travel, inbound tourists will play a more significant role in driving up demand. Since local residents were unable to travel freely over the past three years, their demand for overseas travel will likely surge...

Euromonitor International's Sunglasses in Hong Kong, China 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

SUNGLASSES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sunglass sales benefit from travel resumption

Performance sunglasses for indoor and outdoor needs

Luxury sunglasses drive category growth in Hong Kong

PROSPECTS AND OPPORTUNITIES

Continuous growth over forecast period, benefiting from rising luxury sales

Department stores revamp consumer in-store shopping experience

Technology development expected for sunglasses

CATEGORY DATA

Table 1 Sales of Sunglasses: Volume 2018-2023

Table 2 Sales of Sunglasses: Value 2018-2023

Table 3 Sales of Sunglasses: % Volume Growth 2018-2023

Table 4 Sales of Sunglasses: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sunglasses: % Value 2018-2022

Table 6 LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 7 Distribution of Sunglasses by Format: % Value 2018-2023

Table 8 Forecast Sales of Sunglasses: Volume 2023-2028

Table 9 Forecast Sales of Sunglasses: Value 2023-2028

Table 10 □Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Sunglasses: % Value Growth 2023-2028

EYEWEAR IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 Sales of Eyewear by Category: Volume 2018-2023

Table 13 Sales of Eyewear by Category: Value 2018-2023

Table 14 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 15 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Eyewear: % Value 2018-2022

Table 17 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 18 Distribution of Eyewear by Format: % Value 2018-2023

Table 19 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 20 Forecast Sales of Eyewear by Category: Value 2023-2028

Table 21 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sunglasses in Hong Kong, China

Market Direction | 2023-05-23 | 17 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-07
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com