

Sunglasses in Sweden

Market Direction | 2023-05-22 | 17 pages | Euromonitor

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Report description:

Sunglasses declined in 2020, when COVID-19 led to less socialising, home seclusion and a lack of travelling. However, sales increased significantly in 2021 due to pent-up demand, the shift from services to goods, and the return of international travel. As travel further resumed in 2022 and 2023, sunglasses continued to display strong sales. In addition, current retail value sales were significantly boosted by inflation and the strong premiumisation trend. Sweden has, in general, been enjoying lo...

Euromonitor International's Sunglasses 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.

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

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Luxury brands and fashionable options drive retail value growth

The popularity of?prescription sunglasses rises, offering convenience

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