

Sunglasses in the Philippines

Market Direction | 2023-05-24 | 17 pages | Euromonitor

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Report description:

Innovations within the eyewear industry, such as the integration of technology into sunglasses, are having a significant influence on consumer demand in the Philippines. Leading brands such as Ray-Ban are leading the charge, crafting sunglasses with cutting-edge features like Bluetooth connectivity, video and photo recording capabilities, and more. This technological advancement is captivating consumers, igniting interest and prompting increased purchases.

Euromonitor International's Sunglasses in Philippines 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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