

Sunglasses in South Africa

Market Direction | 2023-05-29 | 16 pages | Euromonitor

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Report description:

Many consumers in South Africa continue to experience financial difficulties due to the high cost of living, leaving them with lower disposable incomes to spend on perceived non-essential items such as sunglasses. Therefore, they are more likely to rely on pairs of sunglasses they own already for the purpose of sun protection when outside, rather than for fashion purposes, restraining overall demand in 2023.

Euromonitor International's Sunglasses in South Africa 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:

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List Of Contents And Tables

SUNGLASSES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for sunglasses continues to fall despite greater mobility and resumption of international travel

Sunglass Hut extends its presence in department stores such as Woolworths

Ray-Ban remains leading brand due to consumer loyalty

PROSPECTS AND OPPORTUNITIES

Local consumers seek sunglasses with stronger UV protection

Sunglasses to remain fairly fragmented competitive landscape in South Africa

Optical goods stores likely to remain dominant distribution channel 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 SOUTH AFRICA

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

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