

Sunglasses in Poland

Market Direction | 2023-06-12 | 17 pages | Euromonitor

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Report description:

With the rising cost of living making Poles more cautious in their discretionary spending habits, growth in sunglasses volume sales in 2023 is set to be slower than in 2022. The downturn has been less pronounced than those witnessed in spectacles and contact lenses, however, and sunglasses is poised to be by far the most dynamic of the three categories in this regard over the year as a whole. This is partly explained by the fact that the Polish economy has proven more resilient to global headwin...

Euromonitor International's Sunglasses in Poland 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.

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Growing adoption of virtual mirrors bolsters online sales

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