

Sunglasses in Romania

Market Direction | 2023-06-16 | 16 pages | Euromonitor

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Report description:

When selecting a pair of sunglasses, the brand is one of the most important factors that consumers consider. In Romania, esteemed brands like Polaroid and Ray-Ban hold significant appeal, particularly for individuals who strongly consider their social image and reputation. These brands have gained substantial popularity among Romanians, who value the association with prestigious and well-known names in the eyewear industry.

Euromonitor International's Sunglasses in Romania 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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SUNGLASSES IN ROMANIA

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Prestige brands and vintage fashion shapes sales on the sunglasses landscape

A desire for fashionable designs remains, despite increasing demand for protection

Fast fashion brands, including Shein, fuel the growth of sunglasses through e-commerce

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Private label drives growth as the economic landscape shapes buying habits

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Summary 1 Research Sources

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