

Sunglasses in China

Market Direction | 2024-05-29 | 16 pages | Euromonitor

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Report description:

Sunglasses in China is anticipated to continue growing in current value terms in 2024, albeit under the influence of market conditions, and it is not expected that sales will return to the level seen in 2021. Nevertheless, there are positive prospects. Both high-end and affordable brands are showing growth potential. High-end brands not only offer functionality, but also provide additional fashion attributes, which have gained higher value due to the return to social activities, thereby promotin...

Euromonitor International's Sunglasses in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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