

Sunglasses in Japan

Market Direction | 2024-05-30 | 17 pages | Euromonitor

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Report description:

Sunglasses in Japan is set to see double-digit volume and current value growth in 2024. Sunglasses used to have a scary image in Japan, as they were historically commonly associated with the Japanese mafia (yakuza), or villains portrayed in films. Wearing sunglasses is also considered a way to hide facial features, provoking a negative image. However, it is now becoming increasingly popular and accepted by society to wear sunglasses daily, both as a fashion choice, and also for the function of r...

Euromonitor International's Sunglasses in Japan 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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SUNGLASSES IN JAPAN

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 - Localisation for global brands through physical outlets and community projects
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