

Sunglasses in the US

Market Direction | 2024-05-29 | 18 pages | Euromonitor

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Report description:

Following the relaxation of pandemic-related restrictions, sunglasses in the US showed signs of recovery in 2021, and surpassed the pre-pandemic (2019) level of current value sales in 2022. This resurgence was fuelled by a return to outdoor activities and a return to normal mobility amongst consumers, particularly during summer holidays. However, 2023 saw a reversal of this trend, with both current value and volume sales of sunglasses declining in the US market. This decline can be attributed to...

Euromonitor International's Sunglasses in USA 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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