

Sunglasses in Hong Kong, China

Market Direction | 2024-06-05 | 15 pages | Euromonitor

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Report description:

Due to the return of post-pandemic socialising and outdoor activities, volume sales of sunglasses in Hong Kong continue to rise. The increasing awareness of eye health makes consumers more aware of the importance of wearing sunglasses while outdoors. In addition, consumers not only wear sunglasses for the purpose of protecting their eyes from the sun's UV rays, but also as a fashion accessory to match different outfits. Futuristic sunglasses that feature avant-garde designs with innovative detai...

Euromonitor International's Sunglasses in Hong Kong, 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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