

## Sunglasses in Romania

Market Direction | 2024-06-06 | 17 pages | Euromonitor

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### Report description:

With high inflation weakening purchasing power among the population, volume growth for sunglasses in Romania in 2024 looks set to be slower than in 2023. The category continues to perform reasonably well overall in this regard, however, in part because rising health awareness is making people more mindful of the importance of shielding their eyes from harmful UV rays. The related trend of increasing participation in outdoor sports and fitness activities has also helped to buoy demand, especially...

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 (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.

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Fast fashion brands continue to gain popularity among younger Romanians

Luxottica Group maintains its leading position

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