

## **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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### **Table of Contents:**

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List Of Contents And Tables

SUNGLASSES IN ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health- and image-consciousness ensure demand remains buoyant

Fast fashion brands continue to gain popularity among younger Romanians

Luxottica Group maintains its leading position

PROSPECTS AND OPPORTUNITIES

Outlook for sunglasses remains bright

Interest in products offering superior protection from UV rays expected to increase

Value share of e-commerce set to continue rising

CATEGORY DATA

Table 1 Sales of Sunglasses: Volume 2019-2024

Table 2 Sales of Sunglasses: Value 2019-2024

Table 3 Sales of Sunglasses: % Volume Growth 2019-2024

Table 4 Sales of Sunglasses: % Value Growth 2019-2024

Table 5 NBO Company Shares of Sunglasses: % Value 2019-2023

Table 6 LBN Brand Shares of Sunglasses: % Value 2020-2023

Table 7 Distribution of Sunglasses by Format: % Value 2019-2024

Table 8 Forecast Sales of Sunglasses: Volume 2024-2029

Table 9 Forecast Sales of Sunglasses: Value 2024-2029

Table 10 □Forecast Sales of Sunglasses: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Sunglasses: % Value Growth 2024-2029

EYEWEAR IN ROMANIA

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 Sales of Eyewear by Category: Volume 2019-2024

Table 13 Sales of Eyewear by Category: Value 2019-2024

Table 14 Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 15 Sales of Eyewear by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Eyewear: % Value 2019-2023

Table 17 LBN Brand Shares of Eyewear: % Value 2020-2023

Table 18 Distribution of Eyewear by Format: % Value 2019-2024

Table 19 Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 20 Forecast Sales of Eyewear by Category: Value 2024-2029

Table 21 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 22 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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