

## **Sunglasses in Romania**

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

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **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.

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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Sunglasses in Romania

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com