

## **Sunglasses in South Africa**

Market Direction | 2024-06-07 | 16 pages | Euromonitor

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### **Report description:**

Demand for sunglasses in South Africa was already declining prior to the pandemic. Following the steep drop in volume sales in 2020 due to lockdowns and lack of mobility, demand continues to gradually fall as South Africa's economy struggles, forcing many consumers to prioritise their spending, including on essentials such as food, rent and health-related items. Therefore, for many local consumers, purchasing a new pair of sunglasses is deemed discretionary. Sunglasses, in many cases, are either...

Euromonitor International's Sunglasses in South Africa 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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