

Sunglasses in Australia

Market Direction | 2024-06-11 | 17 pages | Euromonitor

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Report description:

By early 2024, demand for sunglasses in Australia had recovered to pre-pandemic levels. Sunglasses is a vital category in the Australian market due to the harsh nature of UV rays in the country. Visiting the beach on hot and sunny days is also a favourite pastime for many Australians, so the need for good-quality sunglasses that protect the eyes from the harmful rays of the sun is considered essential. Many are already aware of the product's functionality, benefits and precautions they must take...

Euromonitor International's Sunglasses in Australia 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:

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List Of Contents And Tables

SUNGLASSES IN AUSTRALIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Fashion trends help keep category fresh following recovery

Sustainability efforts focus on Generation Z

Luxottica strengthens leadership of sunglasses with wide brand portfolio

PROSPECTS AND OPPORTUNITIES

Tourism likely to have further positive external influence on future sales

Physical stores will retain some importance despite leadership of e-commerce

Focusing on different segments to stand out from competitors

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 AUSTRALIA

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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