

## **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.

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