

## Sunglasses in Italy

Market Direction | 2024-06-12 | 21 pages | Euromonitor

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### Report description:

Sunglasses is set to see slight current value growth in Italy in 2024. After two years of double-digit growth in both value and volume terms, sunglasses sales, since 2023, have returned to their historical sluggish growth pattern represented by limited to flat growth in value and declines in volumes. Indeed, the dynamic growth seen in 2021 and 2022 was linked to the category's ongoing recovery after the decline seen in 2020 following the outbreak of COVID-19. Consumers became more active as COVI...

Euromonitor International's Sunglasses in Italy 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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

## List Of Contents And Tables

### SUNGLASSES IN ITALY

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sunglasses sales growth slows

Manufacturers focus on renovating and adding licences to boost growth

Luxury fashion brands expand their share in sunglasses

#### PROSPECTS AND OPPORTUNITIES

Sunglasses sales expected to continue declining in the forecast period

Retail e-commerce set to continue gaining share

Sales of recycled and eco-sustainable models expected to grow as consumers will favour "greener" products

#### 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 ITALY

#### 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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