

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.

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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