

Sunglasses in Brazil

Market Direction | 2024-06-25 | 21 pages | Euromonitor

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Report description:

Sunglasses in Brazil experienced steady growth in 2023, and this is set to continue in 2024, in a marked improvement from the struggles faced during the pandemic years. While growth has not been as aggressive as in other categories, and sales have not yet returned to the pre-pandemic level, it has remained above inflation and has closely mirrored the growth rates seen in spectacles. Despite this progress, the revenue generated by sunglasses is still lower compared with spectacles, indicating roo...

Euromonitor International's Sunglasses in Brazil 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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