

## **Sunglasses in Germany**

Market Direction | 2024-06-17 | 18 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Sunglasses in Germany is expected to record the third strongest current value growth rate across the whole of eyewear in 2024. After the pandemic-related decline in 2020, the category has been continuously recording positive retail current value growth rates, following the lifting of various COVID-19 travel restrictions, leading to the resumption of travel and leisure activities. Consumers in Germany are enjoying spending more time outside of the home, driving up interest in fashion, including s...

Euromonitor International's Sunglasses in Germany 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:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

List Of Contents And Tables

SUNGLASSES IN GERMANY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sunglasses continues to show strong value growth, despite risk factors

Luxottica Germany GmbH continues to lead sunglasses

Online sales bolstered by AI technologies

PROSPECTS AND OPPORTUNITIES

Sunglasses expected to see positive current value growth over the forecast period

Competitive landscape likely to remain fairly consolidated

Collaborations will be key

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 GERMANY

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

## Sunglasses in Germany

Market Direction | 2024-06-17 | 18 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com