

## **Eyewear in Mexico**

Market Direction | 2024-05-29 | 36 pages | Euromonitor

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### **Report description:**

Mexico continued to see elevated inflation in 2023, albeit the country still recorded steady GDP growth. Projections for 2024 suggest lower inflation of around 4%, with GDP growth of between 2-3%. With slower economic growth predicted for 2024, this is having a negative impact on sales of eyewear, which are set to record slower growth in value and volume terms compared to 2023. Sunglasses has been the most affected category by this situation with these products considered the least essential. T...

Euromonitor International's Eyewear in Mexico 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.

Product coverage: Contact Lenses and Solutions, Spectacles, Sunglasses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Eyewear 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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Euromonitor International  
July 2024

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Changes at GBO level could influence the competitive landscape

### PROSPECTS AND OPPORTUNITIES

Clip-on sunglasses offer a convenient, fashionable and economical solution

Brands embrace sustainability in the production of their sunglasses

Retailers and brands investing in their e-commerce capabilities as more consumers shop online

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