

Sunglasses in Mexico

Market Direction | 2024-05-29 | 18 pages | Euromonitor

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Report description:

Concerns around eye health in the post-pandemic era has increased, and hand in hand with this concern, there is a growing awareness of the effects of the sun's UV rays on visual health. In response, demand for sunglasses saw significant growth in 2022 and 2023 with players identifying new targets which contributed to increased usage. For example, players saw an opportunity to create new product lines tailored to children and adolescents with eye-catching designs, bright colours and featuring pop...

Euromonitor International's Sunglasses 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.

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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New targets contribute to the growth of sunglasses, including dogs

Outdoor pursuits inspire new collections in sunglasses

Changes at GBO level could influence the competitive landscape

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

Brands embrace sustainability in the production of their sunglasses

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