

Sports Sunglasses Market by Type (Polarized and Non-polarized), Gender (Male, Female, and Unisex), and Distribution Channel (Hypermarket/Supermarket, Specialty Stores, Brand Outlets, and Online Sales Channel): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

Sports sunglasses are a protective eyewear designed to prevent from bright sunlight and high-energy sunlight from discomforting or damaging the eyes. The sports sunglasses are coated with UV blockers and ultraviolet B rays that allow prevention from harmful UV rays. Furthermore, these sunglasses are differently shaped and designed as compared to regular sunglasses so that they can provide full protection to the eyes of the players.

Moreover, government has increased investment in sports like Olympics, Formula 1 racing, Cricket World Cups, FIFA, and others. There is an increase in the motivation from the government authorities for the players to participate owing to rise in sports events being organized on domestic level. This is anticipated to surge the demand for sports accessories, such as clothes, sports sunglasses, shoes, and other equipment. However, high prices and significant popularity of sport sunglasses brands like Nike, Adidas, and Puma have led to the advent of counterfeit brands that offer low quality products. The presence of these brands often lead to inconvenience & safety issues that subsequently develop negative perceptions among customers. Online distribution channel is one of the major platforms, where transaction of counterfeited brands can be easily concealed. Thus, proliferation of the counterfeited industry is anticipated to hamper the growth of the sports sunglasses market.

Availability of polarized sports sunglasses with progressive lens and photochromic lens helps in reducing the harmful impact of UVA/UVB rays. Moreover, the lenses of polarized sports sunglasses are made by thin chemical film, which helps in eliminating the harsh light that is reflected off water or highway surfaces on sunny days. Therefore, it is used in various sports, which boosts the growth of the sports sunglasses market.

The global sports sunglasses market is segmented into type, gender, distribution channel, and region. By type, the market is bifurcated into polarized and non-polarized. By gender, it is categorized into male, female and unisex. On the basis of distribution channel, it is classified into hypermarket/supermarket, specialty stores, brand outlets, and online sales channel. Region wise, it is analyzed across North America (U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia and New Zealand, ASEAN and Rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

The key players operating in the sports sunglasses include Adidas AG (Adidas), Luxottica, PUMA SE, Nike, Inc., Decathlon SA, Under Armour, Inc., Titan Company Limited, Liberty Sports, Inc., Yiwu Conchen Glasses Co., Ltd., and Safilo Group S.p.A.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the sports sunglasses market analysis from 2019 to 2027 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped on the basis of sports sunglasses market share.

The market forecast is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier–buyer network.

In-depth analysis of the market segmentation assists to

determine the prevailing market opportunities.

KEY MARKET SEGMENTS

By Type

Polarized

Non-polarized

By Gender

Male

Female

Unisex

By Distribution Channel

Hypermarket/Supermarket

Specialty Store

Brand Outlets

Online Sales Channel

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia and New Zealand

ASEAN

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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