

Global Sunglasses Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/GC67473ECF46EN.html>

Date: August 2024

Pages: 142

Price: US\$ 3,200.00 (Single User License)

ID: GC67473ECF46EN

Abstracts

Report Overview

Sunglasses or sun glasses are a form of protective eyewear designed primarily to prevent bright sunlight and high-energy visible light, especially harmful ultraviolet (UV) rays, from damaging or discomforting the eyes.

This report provides a deep insight into the global Sunglasses market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Sunglasses Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Sunglasses market in any manner.

Global Sunglasses Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

Essilor International S.A.

Safilo S.p.A.

Kering

De Rigo S.p.A.

Marcolin S.p.A.

Prada

LVMH

Richemont

Essilor

Maui Jim Inc.

Nike Inc.

Adidas

KAENON

Carl Zeiss

Formosa Optical

Fielmann AG

Charmant

Outdo

Futis

Silhouette

Market Segmentation (by Type)

Glass Sunglasses

CR-39 Sunglasses

Polycarbonate Sunglasses

Polyurethane Sunglasses

Others

Market Segmentation (by Application)

Young Adults

Adults

Mature Adults

Seniors

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Sunglasses Market

Overview of the regional outlook of the Sunglasses Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Sunglasses Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development

potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Sunglasses

1.2 Key Market Segments

1.2.1 Sunglasses Segment by Type

1.2.2 Sunglasses Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 SUNGLASSES MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Sunglasses Market Size (M USD) Estimates and Forecasts (2019-2030)

2.1.2 Global Sunglasses Sales Estimates and Forecasts (2019-2030)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 SUNGLASSES MARKET COMPETITIVE LANDSCAPE

3.1 Global Sunglasses Sales by Manufacturers (2019-2024)

3.2 Global Sunglasses Revenue Market Share by Manufacturers (2019-2024)

3.3 Sunglasses Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Sunglasses Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Sunglasses Sales Sites, Area Served, Product Type

3.6 Sunglasses Market Competitive Situation and Trends

3.6.1 Sunglasses Market Concentration Rate

3.6.2 Global 5 and 10 Largest Sunglasses Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 SUNGLASSES INDUSTRY CHAIN ANALYSIS

4.1 Sunglasses Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF SUNGLASSES MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 New Product Developments
 - 5.5.2 Mergers & Acquisitions
 - 5.5.3 Expansions
 - 5.5.4 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 SUNGLASSES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Sunglasses Sales Market Share by Type (2019-2024)
- 6.3 Global Sunglasses Market Size Market Share by Type (2019-2024)
- 6.4 Global Sunglasses Price by Type (2019-2024)

7 SUNGLASSES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Sunglasses Market Sales by Application (2019-2024)
- 7.3 Global Sunglasses Market Size (M USD) by Application (2019-2024)
- 7.4 Global Sunglasses Sales Growth Rate by Application (2019-2024)

8 SUNGLASSES MARKET SEGMENTATION BY REGION

- 8.1 Global Sunglasses Sales by Region
 - 8.1.1 Global Sunglasses Sales by Region
 - 8.1.2 Global Sunglasses Sales Market Share by Region
- 8.2 North America
 - 8.2.1 North America Sunglasses Sales by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada

- 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Sunglasses Sales by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.
 - 8.3.5 Italy
 - 8.3.6 Russia
- 8.4 Asia Pacific
 - 8.4.1 Asia Pacific Sunglasses Sales by Region
 - 8.4.2 China
 - 8.4.3 Japan
 - 8.4.4 South Korea
 - 8.4.5 India
 - 8.4.6 Southeast Asia
- 8.5 South America
 - 8.5.1 South America Sunglasses Sales by Country
 - 8.5.2 Brazil
 - 8.5.3 Argentina
 - 8.5.4 Columbia
- 8.6 Middle East and Africa
 - 8.6.1 Middle East and Africa Sunglasses Sales by Region
 - 8.6.2 Saudi Arabia
 - 8.6.3 UAE
 - 8.6.4 Egypt
 - 8.6.5 Nigeria
 - 8.6.6 South Africa

9 KEY COMPANIES PROFILE

- 9.1 Essilor International S.A.
 - 9.1.1 Essilor International S.A. Sunglasses Basic Information
 - 9.1.2 Essilor International S.A. Sunglasses Product Overview
 - 9.1.3 Essilor International S.A. Sunglasses Product Market Performance
 - 9.1.4 Essilor International S.A. Business Overview
 - 9.1.5 Essilor International S.A. Sunglasses SWOT Analysis
 - 9.1.6 Essilor International S.A. Recent Developments
- 9.2 Safilo S.p.A.
 - 9.2.1 Safilo S.p.A. Sunglasses Basic Information

- 9.2.2 Safilo S.p.A. Sunglasses Product Overview
- 9.2.3 Safilo S.p.A. Sunglasses Product Market Performance
- 9.2.4 Safilo S.p.A. Business Overview
- 9.2.5 Safilo S.p.A. Sunglasses SWOT Analysis
- 9.2.6 Safilo S.p.A. Recent Developments

9.3 Kering

- 9.3.1 Kering Sunglasses Basic Information
- 9.3.2 Kering Sunglasses Product Overview
- 9.3.3 Kering Sunglasses Product Market Performance
- 9.3.4 Kering Sunglasses SWOT Analysis
- 9.3.5 Kering Business Overview
- 9.3.6 Kering Recent Developments

9.4 De Rigo S.p.A.

- 9.4.1 De Rigo S.p.A. Sunglasses Basic Information
- 9.4.2 De Rigo S.p.A. Sunglasses Product Overview
- 9.4.3 De Rigo S.p.A. Sunglasses Product Market Performance
- 9.4.4 De Rigo S.p.A. Business Overview
- 9.4.5 De Rigo S.p.A. Recent Developments

9.5 Marcolin S.p.A.

- 9.5.1 Marcolin S.p.A. Sunglasses Basic Information
- 9.5.2 Marcolin S.p.A. Sunglasses Product Overview
- 9.5.3 Marcolin S.p.A. Sunglasses Product Market Performance
- 9.5.4 Marcolin S.p.A. Business Overview
- 9.5.5 Marcolin S.p.A. Recent Developments

9.6 Prada

- 9.6.1 Prada Sunglasses Basic Information
- 9.6.2 Prada Sunglasses Product Overview
- 9.6.3 Prada Sunglasses Product Market Performance
- 9.6.4 Prada Business Overview
- 9.6.5 Prada Recent Developments

9.7 LVMH

- 9.7.1 LVMH Sunglasses Basic Information
- 9.7.2 LVMH Sunglasses Product Overview
- 9.7.3 LVMH Sunglasses Product Market Performance
- 9.7.4 LVMH Business Overview
- 9.7.5 LVMH Recent Developments

9.8 Richemont

- 9.8.1 Richemont Sunglasses Basic Information
- 9.8.2 Richemont Sunglasses Product Overview

- 9.8.3 Richemont Sunglasses Product Market Performance
- 9.8.4 Richemont Business Overview
- 9.8.5 Richemont Recent Developments
- 9.9 Essilor
 - 9.9.1 Essilor Sunglasses Basic Information
 - 9.9.2 Essilor Sunglasses Product Overview
 - 9.9.3 Essilor Sunglasses Product Market Performance
 - 9.9.4 Essilor Business Overview
 - 9.9.5 Essilor Recent Developments
- 9.10 Maui Jim Inc.
 - 9.10.1 Maui Jim Inc. Sunglasses Basic Information
 - 9.10.2 Maui Jim Inc. Sunglasses Product Overview
 - 9.10.3 Maui Jim Inc. Sunglasses Product Market Performance
 - 9.10.4 Maui Jim Inc. Business Overview
 - 9.10.5 Maui Jim Inc. Recent Developments
- 9.11 Nike Inc.
 - 9.11.1 Nike Inc. Sunglasses Basic Information
 - 9.11.2 Nike Inc. Sunglasses Product Overview
 - 9.11.3 Nike Inc. Sunglasses Product Market Performance
 - 9.11.4 Nike Inc. Business Overview
 - 9.11.5 Nike Inc. Recent Developments
- 9.12 Adidas
 - 9.12.1 Adidas Sunglasses Basic Information
 - 9.12.2 Adidas Sunglasses Product Overview
 - 9.12.3 Adidas Sunglasses Product Market Performance
 - 9.12.4 Adidas Business Overview
 - 9.12.5 Adidas Recent Developments
- 9.13 KAENON
 - 9.13.1 KAENON Sunglasses Basic Information
 - 9.13.2 KAENON Sunglasses Product Overview
 - 9.13.3 KAENON Sunglasses Product Market Performance
 - 9.13.4 KAENON Business Overview
 - 9.13.5 KAENON Recent Developments
- 9.14 Carl Zeiss
 - 9.14.1 Carl Zeiss Sunglasses Basic Information
 - 9.14.2 Carl Zeiss Sunglasses Product Overview
 - 9.14.3 Carl Zeiss Sunglasses Product Market Performance
 - 9.14.4 Carl Zeiss Business Overview
 - 9.14.5 Carl Zeiss Recent Developments

9.15 Formosa Optical

- 9.15.1 Formosa Optical Sunglasses Basic Information
- 9.15.2 Formosa Optical Sunglasses Product Overview
- 9.15.3 Formosa Optical Sunglasses Product Market Performance
- 9.15.4 Formosa Optical Business Overview
- 9.15.5 Formosa Optical Recent Developments

9.16 Fielmann AG

- 9.16.1 Fielmann AG Sunglasses Basic Information
- 9.16.2 Fielmann AG Sunglasses Product Overview
- 9.16.3 Fielmann AG Sunglasses Product Market Performance
- 9.16.4 Fielmann AG Business Overview
- 9.16.5 Fielmann AG Recent Developments

9.17 Charmant

- 9.17.1 Charmant Sunglasses Basic Information
- 9.17.2 Charmant Sunglasses Product Overview
- 9.17.3 Charmant Sunglasses Product Market Performance
- 9.17.4 Charmant Business Overview
- 9.17.5 Charmant Recent Developments

9.18 Outdo

- 9.18.1 Outdo Sunglasses Basic Information
- 9.18.2 Outdo Sunglasses Product Overview
- 9.18.3 Outdo Sunglasses Product Market Performance
- 9.18.4 Outdo Business Overview
- 9.18.5 Outdo Recent Developments

9.19 Futis

- 9.19.1 Futis Sunglasses Basic Information
- 9.19.2 Futis Sunglasses Product Overview
- 9.19.3 Futis Sunglasses Product Market Performance
- 9.19.4 Futis Business Overview
- 9.19.5 Futis Recent Developments

9.20 Silhouette

- 9.20.1 Silhouette Sunglasses Basic Information
- 9.20.2 Silhouette Sunglasses Product Overview
- 9.20.3 Silhouette Sunglasses Product Market Performance
- 9.20.4 Silhouette Business Overview
- 9.20.5 Silhouette Recent Developments

10 SUNGLASSES MARKET FORECAST BY REGION

10.1 Global Sunglasses Market Size Forecast

10.2 Global Sunglasses Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Sunglasses Market Size Forecast by Country

10.2.3 Asia Pacific Sunglasses Market Size Forecast by Region

10.2.4 South America Sunglasses Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Sunglasses by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)

11.1 Global Sunglasses Market Forecast by Type (2025-2030)

11.1.1 Global Forecasted Sales of Sunglasses by Type (2025-2030)

11.1.2 Global Sunglasses Market Size Forecast by Type (2025-2030)

11.1.3 Global Forecasted Price of Sunglasses by Type (2025-2030)

11.2 Global Sunglasses Market Forecast by Application (2025-2030)

11.2.1 Global Sunglasses Sales (K Units) Forecast by Application

11.2.2 Global Sunglasses Market Size (M USD) Forecast by Application (2025-2030)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Sunglasses Market Size Comparison by Region (M USD)
- Table 5. Global Sunglasses Sales (K Units) by Manufacturers (2019-2024)
- Table 6. Global Sunglasses Sales Market Share by Manufacturers (2019-2024)
- Table 7. Global Sunglasses Revenue (M USD) by Manufacturers (2019-2024)
- Table 8. Global Sunglasses Revenue Share by Manufacturers (2019-2024)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Sunglasses as of 2022)
- Table 10. Global Market Sunglasses Average Price (USD/Unit) of Key Manufacturers (2019-2024)
- Table 11. Manufacturers Sunglasses Sales Sites and Area Served
- Table 12. Manufacturers Sunglasses Product Type
- Table 13. Global Sunglasses Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Industry Chain Map of Sunglasses
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Sunglasses Market Challenges
- Table 22. Global Sunglasses Sales by Type (K Units)
- Table 23. Global Sunglasses Market Size by Type (M USD)
- Table 24. Global Sunglasses Sales (K Units) by Type (2019-2024)
- Table 25. Global Sunglasses Sales Market Share by Type (2019-2024)
- Table 26. Global Sunglasses Market Size (M USD) by Type (2019-2024)
- Table 27. Global Sunglasses Market Size Share by Type (2019-2024)
- Table 28. Global Sunglasses Price (USD/Unit) by Type (2019-2024)
- Table 29. Global Sunglasses Sales (K Units) by Application
- Table 30. Global Sunglasses Market Size by Application
- Table 31. Global Sunglasses Sales by Application (2019-2024) & (K Units)
- Table 32. Global Sunglasses Sales Market Share by Application (2019-2024)
- Table 33. Global Sunglasses Sales by Application (2019-2024) & (M USD)

Table 34. Global Sunglasses Market Share by Application (2019-2024)

Table 35. Global Sunglasses Sales Growth Rate by Application (2019-2024)

Table 36. Global Sunglasses Sales by Region (2019-2024) & (K Units)

Table 37. Global Sunglasses Sales Market Share by Region (2019-2024)

Table 38. North America Sunglasses Sales by Country (2019-2024) & (K Units)

Table 39. Europe Sunglasses Sales by Country (2019-2024) & (K Units)

Table 40. Asia Pacific Sunglasses Sales by Region (2019-2024) & (K Units)

Table 41. South America Sunglasses Sales by Country (2019-2024) & (K Units)

Table 42. Middle East and Africa Sunglasses Sales by Region (2019-2024) & (K Units)

Table 43. Essilor International S.A. Sunglasses Basic Information

Table 44. Essilor International S.A. Sunglasses Product Overview

Table 45. Essilor International S.A. Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 46. Essilor International S.A. Business Overview

Table 47. Essilor International S.A. Sunglasses SWOT Analysis

Table 48. Essilor International S.A. Recent Developments

Table 49. Safilo S.p.A. Sunglasses Basic Information

Table 50. Safilo S.p.A. Sunglasses Product Overview

Table 51. Safilo S.p.A. Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 52. Safilo S.p.A. Business Overview

Table 53. Safilo S.p.A. Sunglasses SWOT Analysis

Table 54. Safilo S.p.A. Recent Developments

Table 55. Kering Sunglasses Basic Information

Table 56. Kering Sunglasses Product Overview

Table 57. Kering Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 58. Kering Sunglasses SWOT Analysis

Table 59. Kering Business Overview

Table 60. Kering Recent Developments

Table 61. De Rigo S.p.A. Sunglasses Basic Information

Table 62. De Rigo S.p.A. Sunglasses Product Overview

Table 63. De Rigo S.p.A. Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 64. De Rigo S.p.A. Business Overview

Table 65. De Rigo S.p.A. Recent Developments

Table 66. Marcolin S.p.A. Sunglasses Basic Information

Table 67. Marcolin S.p.A. Sunglasses Product Overview

Table 68. Marcolin S.p.A. Sunglasses Sales (K Units), Revenue (M USD), Price

(USD/Unit) and Gross Margin (2019-2024)

Table 69. Marcolin S.p.A. Business Overview

Table 70. Marcolin S.p.A. Recent Developments

Table 71. Prada Sunglasses Basic Information

Table 72. Prada Sunglasses Product Overview

Table 73. Prada Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 74. Prada Business Overview

Table 75. Prada Recent Developments

Table 76. LVMH Sunglasses Basic Information

Table 77. LVMH Sunglasses Product Overview

Table 78. LVMH Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 79. LVMH Business Overview

Table 80. LVMH Recent Developments

Table 81. Richemont Sunglasses Basic Information

Table 82. Richemont Sunglasses Product Overview

Table 83. Richemont Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 84. Richemont Business Overview

Table 85. Richemont Recent Developments

Table 86. Essilor Sunglasses Basic Information

Table 87. Essilor Sunglasses Product Overview

Table 88. Essilor Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 89. Essilor Business Overview

Table 90. Essilor Recent Developments

Table 91. Maui Jim Inc. Sunglasses Basic Information

Table 92. Maui Jim Inc. Sunglasses Product Overview

Table 93. Maui Jim Inc. Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 94. Maui Jim Inc. Business Overview

Table 95. Maui Jim Inc. Recent Developments

Table 96. Nike Inc. Sunglasses Basic Information

Table 97. Nike Inc. Sunglasses Product Overview

Table 98. Nike Inc. Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 99. Nike Inc. Business Overview

Table 100. Nike Inc. Recent Developments

- Table 101. Adidas Sunglasses Basic Information
- Table 102. Adidas Sunglasses Product Overview
- Table 103. Adidas Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 104. Adidas Business Overview
- Table 105. Adidas Recent Developments
- Table 106. KAENON Sunglasses Basic Information
- Table 107. KAENON Sunglasses Product Overview
- Table 108. KAENON Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 109. KAENON Business Overview
- Table 110. KAENON Recent Developments
- Table 111. Carl Zeiss Sunglasses Basic Information
- Table 112. Carl Zeiss Sunglasses Product Overview
- Table 113. Carl Zeiss Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 114. Carl Zeiss Business Overview
- Table 115. Carl Zeiss Recent Developments
- Table 116. Formosa Optical Sunglasses Basic Information
- Table 117. Formosa Optical Sunglasses Product Overview
- Table 118. Formosa Optical Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 119. Formosa Optical Business Overview
- Table 120. Formosa Optical Recent Developments
- Table 121. Fielmann AG Sunglasses Basic Information
- Table 122. Fielmann AG Sunglasses Product Overview
- Table 123. Fielmann AG Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 124. Fielmann AG Business Overview
- Table 125. Fielmann AG Recent Developments
- Table 126. Charmant Sunglasses Basic Information
- Table 127. Charmant Sunglasses Product Overview
- Table 128. Charmant Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)
- Table 129. Charmant Business Overview
- Table 130. Charmant Recent Developments
- Table 131. Outdo Sunglasses Basic Information
- Table 132. Outdo Sunglasses Product Overview
- Table 133. Outdo Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and

Gross Margin (2019-2024)

Table 134. Outdo Business Overview

Table 135. Outdo Recent Developments

Table 136. Futis Sunglasses Basic Information

Table 137. Futis Sunglasses Product Overview

Table 138. Futis Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 139. Futis Business Overview

Table 140. Futis Recent Developments

Table 141. Silhouette Sunglasses Basic Information

Table 142. Silhouette Sunglasses Product Overview

Table 143. Silhouette Sunglasses Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2019-2024)

Table 144. Silhouette Business Overview

Table 145. Silhouette Recent Developments

Table 146. Global Sunglasses Sales Forecast by Region (2025-2030) & (K Units)

Table 147. Global Sunglasses Market Size Forecast by Region (2025-2030) & (M USD)

Table 148. North America Sunglasses Sales Forecast by Country (2025-2030) & (K Units)

Table 149. North America Sunglasses Market Size Forecast by Country (2025-2030) & (M USD)

Table 150. Europe Sunglasses Sales Forecast by Country (2025-2030) & (K Units)

Table 151. Europe Sunglasses Market Size Forecast by Country (2025-2030) & (M USD)

Table 152. Asia Pacific Sunglasses Sales Forecast by Region (2025-2030) & (K Units)

Table 153. Asia Pacific Sunglasses Market Size Forecast by Region (2025-2030) & (M USD)

Table 154. South America Sunglasses Sales Forecast by Country (2025-2030) & (K Units)

Table 155. South America Sunglasses Market Size Forecast by Country (2025-2030) & (M USD)

Table 156. Middle East and Africa Sunglasses Consumption Forecast by Country (2025-2030) & (Units)

Table 157. Middle East and Africa Sunglasses Market Size Forecast by Country (2025-2030) & (M USD)

Table 158. Global Sunglasses Sales Forecast by Type (2025-2030) & (K Units)

Table 159. Global Sunglasses Market Size Forecast by Type (2025-2030) & (M USD)

Table 160. Global Sunglasses Price Forecast by Type (2025-2030) & (USD/Unit)

Table 161. Global Sunglasses Sales (K Units) Forecast by Application (2025-2030)

Table 162. Global Sunglasses Market Size Forecast by Application (2025-2030) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Sunglasses
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Sunglasses Market Size (M USD), 2019-2030
- Figure 5. Global Sunglasses Market Size (M USD) (2019-2030)
- Figure 6. Global Sunglasses Sales (K Units) & (2019-2030)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Sunglasses Market Size by Country (M USD)
- Figure 11. Sunglasses Sales Share by Manufacturers in 2023
- Figure 12. Global Sunglasses Revenue Share by Manufacturers in 2023
- Figure 13. Sunglasses Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 14. Global Market Sunglasses Average Price (USD/Unit) of Key Manufacturers in 2023
- Figure 15. The Global 5 and 10 Largest Players: Market Share by Sunglasses Revenue in 2023
- Figure 16. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 17. Global Sunglasses Market Share by Type
- Figure 18. Sales Market Share of Sunglasses by Type (2019-2024)
- Figure 19. Sales Market Share of Sunglasses by Type in 2023
- Figure 20. Market Size Share of Sunglasses by Type (2019-2024)
- Figure 21. Market Size Market Share of Sunglasses by Type in 2023
- Figure 22. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 23. Global Sunglasses Market Share by Application
- Figure 24. Global Sunglasses Sales Market Share by Application (2019-2024)
- Figure 25. Global Sunglasses Sales Market Share by Application in 2023
- Figure 26. Global Sunglasses Market Share by Application (2019-2024)
- Figure 27. Global Sunglasses Market Share by Application in 2023
- Figure 28. Global Sunglasses Sales Growth Rate by Application (2019-2024)
- Figure 29. Global Sunglasses Sales Market Share by Region (2019-2024)
- Figure 30. North America Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 31. North America Sunglasses Sales Market Share by Country in 2023
- Figure 32. U.S. Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 33. Canada Sunglasses Sales (K Units) and Growth Rate (2019-2024)

- Figure 34. Mexico Sunglasses Sales (Units) and Growth Rate (2019-2024)
- Figure 35. Europe Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 36. Europe Sunglasses Sales Market Share by Country in 2023
- Figure 37. Germany Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 38. France Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 39. U.K. Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 40. Italy Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 41. Russia Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 42. Asia Pacific Sunglasses Sales and Growth Rate (K Units)
- Figure 43. Asia Pacific Sunglasses Sales Market Share by Region in 2023
- Figure 44. China Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 45. Japan Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 46. South Korea Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 47. India Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 48. Southeast Asia Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 49. South America Sunglasses Sales and Growth Rate (K Units)
- Figure 50. South America Sunglasses Sales Market Share by Country in 2023
- Figure 51. Brazil Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 52. Argentina Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 53. Columbia Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 54. Middle East and Africa Sunglasses Sales and Growth Rate (K Units)
- Figure 55. Middle East and Africa Sunglasses Sales Market Share by Region in 2023
- Figure 56. Saudi Arabia Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 57. UAE Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 58. Egypt Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 59. Nigeria Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 60. South Africa Sunglasses Sales and Growth Rate (2019-2024) & (K Units)
- Figure 61. Global Sunglasses Sales Forecast by Volume (2019-2030) & (K Units)
- Figure 62. Global Sunglasses Market Size Forecast by Value (2019-2030) & (M USD)
- Figure 63. Global Sunglasses Sales Market Share Forecast by Type (2025-2030)
- Figure 64. Global Sunglasses Market Share Forecast by Type (2025-2030)
- Figure 65. Global Sunglasses Sales Forecast by Application (2025-2030)
- Figure 66. Global Sunglasses Market Share Forecast by Application (2025-2030)

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