

# Luxury Eyewear in Brazil

<https://marketpublishers.com/r/L02CBC03928EN.html>

Date: February 2022

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: L02CBC03928EN

## Abstracts

Eyewear is one of the most affordable categories within the luxury environment. For this reason, eyewear's sales performance tends to see a lower level of resilience in comparison to other luxury products. It is common that consumers who do not usually buy other luxury products have eyewear as one of their few super premium items. In 2020, the restricted social interactions and the emerging uncertainties regarding the macroeconomic scenario reduced motivations to invest in more expensive models...

Euromonitor International's Luxury Eyewear in Brazil report offers a comprehensive guide to the size and shape of the Luxury Eyewear market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Eyewear retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

**Product coverage:** Luxury Spectacle Frames, Luxury Sun Glasses.

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

### Why buy this report?

Get a detailed picture of the Luxury 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.

## Contents

### LUXURY EYEWEAR IN BRAZIL

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

The prolonged period of quarantine imposes a gradual recovery in 2021

Currency devaluation and higher costs of global logistics cause price adjustments

Luxury eyewear sees slow e-commerce growth in comparison to most categories

#### PROSPECTS AND OPPORTUNITIES

Eyewear is expected to remain the entry category in luxury, but impacted by price polarisation

The recovery of touristic flows will drive results in sunglasses

Increasing digital activities will bring more agility in promoting and trying the products

#### CATEGORY DATA

Table 1 Sales of Luxury Eyewear by Category: Value 2016-2021

Table 2 Sales of Luxury Eyewear by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Luxury Eyewear: % Value 2016-2020

Table 4 LBN Brand Shares of Luxury Eyewear: % Value 2017-2020

Table 5 Distribution of Luxury Eyewear by Format: % Value 2016-2021

Table 6 Forecast Sales of Luxury Eyewear by Category: Value 2021-2026

Table 7 Forecast Sales of Luxury Eyewear by Category: % Value Growth 2021-2026

### LUXURY GOODS IN BRAZIL

#### EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2016-2021

Table 9 Sales of Luxury Goods by Category: % Value Growth 2016-2021

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021

Table 11 NBO Company Shares of Luxury Goods: % Value 2016-2020

Table 12 LBN Brand Shares of Luxury Goods: % Value 2017-2020

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2021

Table 14 Forecast Sales of Luxury Goods by Category: Value 2021-2026

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

#### DISCLAIMER

#### SOURCES

## Summary 1 Research Sources

## I would like to order

Product name: Luxury Eyewear in Brazil

Product link: <https://marketpublishers.com/r/L02CBC03928EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/L02CBC03928EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970