

# Luxury Eyewear in Italy

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## Abstracts

Having plunged by almost a quarter during 2020, retail current value sales of luxury eyewear will exhibit no more than the most marginal of rebounds during 2021. During the lockdown period from March-May 2020, the entire eyewear supply chain remained open. This was due to eye care being considered an essential product, so retailers of eyewear were allowed to operate normally. Despite this, demand for luxury eyewear declined steeply, as increasingly price-sensitive luxury consumers either postpon...

Euromonitor International's Luxury Eyewear in Italy 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 2025 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.

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Easing of face mask rules helps to drive modest increase in demand for luxury sunglasses

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