

Luxury Eyewear in Sweden

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Abstracts

In 2021, Swedish consumers are prioritising eyesight-related issues more than they did in the first year of the COVID-19 pandemic in 2020. In addition, pandemic-related restrictions on travel and leisure resulted in accumulated amounts of cash among affluent segments of consumers which, coupled with a reinforced focus on health, resulted in the restoration of demand for luxury spectacle frames. Luxury sunglasses, having been harder hit by restricted travel in 2020, is also picking up in 2021, dr...

Euromonitor International's Luxury Eyewear in Sweden 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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Sales of luxury eyewear pick up again in 2020, following the slump seen in 2020 due to the pandemic

Sustainability initiatives also influence luxury eyewear, with domestic manufacturers taking the lead in new sustainable concepts

Limited number of distributors control a large proportion of luxury goods, including eyewear

PROSPECTS AND OPPORTUNITIES

Both luxury frames and more discretionary luxury sunglasses expected to see similar growth rates

Growth in spectacle options for children provides additional opportunities within the category

Prescriptions will remain dependant on physical interactions, whilst sunglasses expected to grow via e-commerce

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