

# Luxury Eyewear in Switzerland

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## Abstracts

The COVID-19 pandemic had a negative impact on sales of luxury eyewear in 2020, due to falling consumer confidence, and travel restrictions, which prevented many Swiss consumers from taking summer holidays abroad and thus limited demand. However, the decline was not as strong as in many other personal luxury categories due to the essential nature of some of these products, in particular luxury spectacle frames. With the improved pandemic situation in 2021, sales are set to see a rebound to growth...

Euromonitor International's Luxury Eyewear in Switzerland 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 SWITZERLAND

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

More emphasis on health and wellness supports growth

High concentration in luxury eyewear

E-commerce attracts younger generations of consumers

#### PROSPECTS AND OPPORTUNITIES

Health concerns will encourage eye care, positively impacting luxury eyewear

Millennials and gen Z set to drive growth

Unit price growth will also help drive value sales

#### 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 SWITZERLAND

#### 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

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#### SOURCES

Summary 1 Research Sources

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