

# **Sunglasses in Argentina**

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## **Abstracts**

Ray-Ban, Rusty, Oakley and Vulk are set to remain the leading brands in sunglasses in Argentina in value sales terms in 2023. Among these top four players, the Luxottica-owned Ray-Ban and Oakley have been hardest hit by import restrictions recently imposed by the government to shore up foreign currency reserves and curb inflation. Because they are not produced locally, tighter import controls have significantly disrupted the supply of both brands and caused their unit prices to increase at compa...

Euromonitor International's Sunglasses in Argentina report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 – be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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

### Why buy this report?

Get a detailed picture of the Sunglasses 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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**SUN CARE** 



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