

Sunglasses in Germany

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Abstracts

Sunglasses in Germany is expected to record the third strongest current value growth rate across the whole of eyewear in 2024. After the pandemic-related decline in 2020, the category has been continuously recording positive retail current value growth rates, following the lifting of various COVID-19 travel restrictions, leading to the resumption of travel and leisure activities. Consumers in Germany are enjoying spending more time outside of the home, driving up interest in fashion, including s...

Euromonitor International's Sunglasses in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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