

# Sunglasses in Indonesia

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## Abstracts

Retail value sales of sunglasses registered accelerated growth in constant value terms in 2023, surpassing the performance of the previous year. As the country emerged from the COVID-19 crisis, Indonesians became increasingly keen to socialise and spend more time outside the home. This fuelled demand for sunglasses, as consumers paid more attention to their appearance. Sales were also boosted by the revival of international and domestic travel since the category is heavily reliant on tourism. Th...

Euromonitor International's Sunglasses in Indonesia 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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