

# Sunglasses in Japan

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## Abstracts

The eyewear category of sunglasses is recording dynamic sales growth in 2023 following the lifting of various COVID-19 travel restrictions, leading to the resumption of travel and leisure activities. Consumers in Japan are enjoying greater time outside of the home, driving up interest in fashion, including sunglasses. In October 2022, Japan lifted travel restrictions for inbound tourists from most countries with the exception of China, which is traditionally a major source market for inbound tou...

Euromonitor International's Sunglasses in Japan 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.

## Contents

Scope

Why segment consumers by type?

Breakdown of consumer types in Brazil

Who is the Minimalist Seeker?

Best ways to target the Minimalist Seeker

Who is the Impulsive Spender?

Best ways to target the Impulsive Spender

Who is the Conservative Homebody?

Best ways to target the Conservative Homebody

Who is the Empowered Activist?

Best ways to target the Empowered Activist

Who is the Cautious Planner?

Best ways to target the Cautious Planner

Who is the Undaunted Striver?

Best ways to target the Undaunted Striver

Who is the Balanced Optimist?

Best ways to target the Balanced Optimist

Age and gender

City size and parental status

Education

Employment (1)

Employment (2)

Income

Euromonitor International's Consumer Types series

How do we create our Consumer Types?

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