

Sunglasses in South Korea

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Abstracts

As COVID-19 restrictions have lifted in South Korea and consumers are returning to their daily routines, demand for sunglasses has recovered in 2023, with the category also recording a third consecutive year of double-digit current value growth. According to the Korea Tourism Organization, the number of Korean nationals travelling overseas as tourists in 2022 reached 6.55 million, a 436.1% increase compared to 2021. After the lifting of self-quarantine requirements for inbound travellers in June...

Euromonitor International's Sunglasses in South Korea 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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