

Sunglasses in Thailand

<https://marketpublishers.com/r/S40678F7ECCEN.html>

Date: June 2023

Pages: 17

Price: US\$ 990.00 (Single User License)

ID: S40678F7ECCEN

Abstracts

Demand for sunglasses in Thailand continues to recover in 2023, with the category recording another year of double-digit retail volume and value growth. The primary factor contributing to this impressive performance is the resumption of domestic and international tourism. In 2022, domestic travel fully resumed as the local government lifted social distancing restrictions, leading to a flourish of outdoor activities. Additionally, international tourism has also resumed, and is expected to regain...

Euromonitor International's Sunglasses in Thailand 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

SUNGLASSES IN THAILAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for sunglasses continues to recover as travel resumes

Increasingly active lifestyles drive growth of sunglasses with sporty aesthetic

E-commerce remains small distribution channel despite increase in marketing efforts

PROSPECTS AND OPPORTUNITIES

Omnichannel strategy to enhance both digital and in-store experience

Growing demand for sunglasses as a symbol of style and status

CATEGORY DATA

Table 1 Sales of Sunglasses: Volume 2018-2023

Table 2 Sales of Sunglasses: Value 2018-2023

Table 3 Sales of Sunglasses: % Volume Growth 2018-2023

Table 4 Sales of Sunglasses: % Value Growth 2018-2023

Table 5 NBO Company Shares of Sunglasses: % Value 2018-2022

Table 6 LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 7 Distribution of Sunglasses by Format: % Value 2018-2023

Table 8 Forecast Sales of Sunglasses: Volume 2023-2028

Table 9 Forecast Sales of Sunglasses: Value 2023-2028

Table 10 Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 11 Forecast Sales of Sunglasses: % Value Growth 2023-2028

EYEWEAR IN THAILAND

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 Sales of Eyewear by Category: Volume 2018-2023

Table 13 Sales of Eyewear by Category: Value 2018-2023

Table 14 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 15 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Eyewear: % Value 2018-2022

Table 17 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 18 Distribution of Eyewear by Format: % Value 2018-2023

Table 19 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 20 Forecast Sales of Eyewear by Category: Value 2023-2028

Table 21 Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 22 Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Sunglasses in Thailand

Product link: <https://marketpublishers.com/r/S40678F7ECCEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S40678F7ECCEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970