

# **Snow Goggles Market Report by Type (Ordinary Lenses, Myopic Lenses, Presbyopia Glasses), Application (Competition, Entertainment, and Others), and Region 2024-2032**

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## **Abstracts**

The global snow goggles market size reached US\$ 6.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 8.5 Billion by 2032, exhibiting a growth rate (CAGR) of 3.72% during 2024-2032. The increasing preference for outdoor activities, the launch of dual-lens design snow goggles, and the rising expenditure capacities of consumers represent some of the key factors driving the market.

Snow goggles refer to protective eyewear that is essential for winter sporting activities like snowboarding and skiing. They are commonly worn to maintain vision, to protect the eyes from environmental elements, such as ultraviolet (UV) rays, wind, and snow. They are manufactured using soft, flexible materials like nylon, rubber, and polyurethane (PU). Snow goggles consist of a frame clip, ventilation foam, an outer lens, an inner lens, foam padding, dividers, adjusters, and straps. These goggles offer a wider field of view and excellent peripheral vision and help increase contrast in low light to avoid bumps and other obstacles. Snow goggles protect skiers and snowboarders from the sun's brightness, snow ingress, wind, and cold breeze as they are equipped with double lenses, anti-fog coatings, and good venting facilities.

### **Snow Goggles Market Trends:**

A growing preference for outdoor activities, including snow sports, especially among millennials across the globe, is one of the key factors creating a positive outlook for the market. In line with this, the rising health consciousness and the increasing awareness regarding mental and physical benefits are favoring the market growth. Snow goggles are widely used to seal the eyes and protect them from small particles and cold wind.

Moreover, the widespread product adoption as a safety gear for snow activities is acting as another growth-inducing factor. Apart from this, the introduction of flax or carbon graphene snow goggles, as they are lighter, sportier, and stronger, is providing an impetus to the market growth. Additionally, the key players are focusing on improving the quality, quantity, and technology of manufacturing snow goggles and accessories for better visibility of the skier, which in turn is driving the market growth. Furthermore, the widespread product adoption due to the increasing engagement of consumers in outdoor activities, such as camping, skiing, surfing, snowboarding, and mountaineering is propelling the market growth. Along with this, the increasing product demand due to the rising inclination toward nature-based getaways is positively influencing the market growth. Besides this, the launch of dual-lens design snow goggles with an anti-fog feature that increases visibility is providing a considerable boost to the market growth. Other factors, including the increasing youth-centric programs and camps, rising expenditure capacities of consumers, easy product availability across e-commerce platforms, and introduction of frameless goggles with self-adjusting lenses, are supporting the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global snow goggles market, along with forecasts at the global, regional, and country level from 2024-2032. Our report has categorized the market based on type and application.

#### Type Insights:

Ordinary Lenses

Myopic Lenses

Presbyopia Glasses

The report has provided a detailed breakup and analysis of the snow goggles market based on the type. This includes ordinary, myopic lenses and presbyopia glasses. According to the report, ordinary lenses represented the largest segment.

#### Application Insights:

Competition

Entertainment

Others

A detailed breakup and analysis of the snow goggles market based on the application

has also been provided in the report. This includes competition, entertainment, and others. According to the report, entertainment accounted for the largest market share.

#### Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and Middle East and Africa. According to the report, Europe was the largest market for snow goggles. Some of the factors driving the Europe snow goggles market included the rising popularity of snow sports, the easy product availability across e-commerce platforms, and increasing preference for outdoor activities.

### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global snow goggles market. Detailed profiles of all major companies have also been provided. Some of the companies covered include Amer Sports Oyj (Anta Sports Products Limited), Boardriders Inc., Boll? Brands, Burton Snowboards, Dragon Alliance LLC (Marchon Eyewear Inc.), Electric California, Oakley Inc. (EssilorLuxottica SA), POC Sports, SCOTT Sports SA (Youngone Corporation), Smith Optics (Safilo Group S.p.A.), Vista Outdoor Inc., Zeal Optics Inc. (Kering), etc.

### Key Questions Answered in This Report:

How has the global snow goggles market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global snow goggles market?

What are the key regional markets?

Which countries represent the most attractive snow goggles markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What is the competitive structure of the global snow goggles market?

Who are the key players/companies in the global snow goggles market?

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