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Sports Sunglasses Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global sports sunglasses market size reached US$ 3.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 3.6 Billion by 2028, exhibiting a growth rate (CAGR) of 3.1% during 2022-2028.
Sports sunglasses are specialized protective eyewear used for improving visibility and comfort while playing outdoor sports. They minimize the exposure from bright and high-energy sunlight to prevent any discomfort or damage to the eyes. The lenses are manufactured using glass or plastic materials and are coated with ultraviolet (UV) ray blockers and impact-resistant films that reduce the glare and improves contrast to provide improved visibility in the field. They are also available in polarized or non-polarized with tinted and non-tinted lenses making them suitable for everyday wear. Sports sunglasses are commonly used while performing sports, such as swimming, cycling, mountain biking, baseball, cricket and other related activities.
Sports Sunglasses Market Trends:
Increasing participation in sports-related activities across the globe is among the key factors driving the growth of the market. With the rising health consciousness, consumers are rapidly adopting physically active lifestyles that involve sports and other recreational activities to minimize the risks of developing chronic diseases. Moreover, increasing awareness among the masses regarding maintaining safety during outdoor sports is providing a thrust to the market growth. Sports sunglasses are covered with hydrophobic and scratch-resistant coatings that protect the lenses from impacts and repels liquids. Additionally, various product innovations, such as the launch of shatter-resistant and lightweight polycarbonate and nylon-based variants, are acting as other growth-inducing factors. These novel variants provide enhanced comfort, protection and coverage to the wearer. In line with this, the proliferation of online retail platforms and increasing collaborations with sports personalities to attract a wider consumer base are

also favoring the market growth. Other factors, including rising expenditure capacities of the consumers, along with the increasing preference for premium-quality and branded sportswear, are anticipated to drive the market toward growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sports sunglasses market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, gender and distribution channel.

Breakup by Type:

Polarized

Non-Polarized

Breakup by Gender:

Male

Female

Unisex

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Specialty Stores

Brand Outlets

Online Stores

Breakup by Region:

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
Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being Adidas AG, Columbia Sportswear Company, Decathlon S.A., EssilorLuxottica SA, NIKE Inc, PUMA SE, Rudy Project S.p.A., Safilo Group S.p.A. and Under Armour Inc.
Key Questions Answered in This Report
1. How big is the global sports sunglasses market?
2. What is the expected growth rate of the global sports sunglasses market during 2023-2028?
3. What are the key factors driving the global sports sunglasses market?
4. What has been the impact of COVID-19 on the global sports sunglasses market?
5. What is the breakup of the global sports sunglasses market based on the type?
6. What is the breakup of the global sports sunglasses market based on the gender?
7. What is the breakup of the global sports sunglasses market based on the distribution channel?
8. What are the key regions in the global sports sunglasses market?
9. Who are the key players/companies in the global sports sunglasses market?

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