

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

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## Abstracts

The global sunglasses market size reached US\$ 36.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 49.3 Billion by 2028, exhibiting a growth rate (CAGR) of 5% during 2023-2028.

Sunglasses are protective eyewear used to prevent bright sunlight and high-energy light, which is damaging and discomforting for the eyes. They are manufactured using different lens materials like glass, plastic, and carbon fiber. They are commonly available in polarized and non-polarized variants with tinted and non-tinted lenses, which makes them suitable for everyday wear. Polarized lenses are crafted to filter out light and minimize brightness from reflective or vivid surfaces. On the other hand, non-polarized lenses assist in reducing the intensity of the light. At present, the emerging trend of gifting unique items, such as sunglasses, in innovative packaging formats is gaining traction across the globe.

### Sunglasses Market Trends:

The increasing usage of sunglasses for outdoor activities to prevent exposure to ultraviolet (UV) rays represents one of the major factors strengthening the market growth around the world. Expanding purchasing power and the rising preference for premium-quality sunglasses are also fueling the market growth. In addition, the growing participation in sports-related and recreational activities on account of the increasing health consciousness among people is driving the demand for sunglasses worldwide. Apart from this, product manufacturers are introducing novel variants that are incorporated with anti-glare, anti-fog, magnetic clip-ons, and customizable nose pads in sunglasses. They can also be personalized as spectacles using convex or concave lenses according to the eye power of the person, which is creating a positive outlook for the market. Furthermore, a considerable reliance on online tutorials, reviews, social

media campaigns by influencers, and celebrity endorsements are increasing the overall sales of sunglasses and generating brand awareness among the masses. Besides this, the expanding number of brand stores and e-commerce websites offering unique sunglasses in various shapes and designs is providing lucrative growth opportunities to leading players operating in the industry.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global 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, design, frame material, lens material, distribution channel and end user.

#### Breakup by Type:

- Non-polarized
- Polarized

#### Breakup by Design:

- Round
- Aviator/Pilot
- Rectangle
- Square
- Oval
- Cat Eye
- Others

#### Breakup by Frame Material:

- Injected
- Acetate
- Metal
- Others

#### Breakup by Lens Material:

- Polycarbonate
- CR-39
- Polyurethane

Others

Breakup by Distribution Channel:

Offline

Online

Breakup by End User:

Men

Women

Unisex

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 De Rigo Vision S.p.A., EssilorLuxottica SA, Eugenia Eyewear Company Ltd., Fielmann AG, LVMH Mo?t Hennessy Louis Vuitton, Marchon Eyewear Inc. (Vision Service Plan), Marcolin SpA, Maui Jim Inc., Randolph Engineering, Inc., Safilo Group S.p.A., Specsavers Optical Group Ltd. and Titan Company Limited.

### Key Questions Answered in This Report

1. What was the size of the global sunglasses market in 2022?
2. What is the expected growth rate of the global sunglasses market during 2023-2028?
3. What are the key factors driving the global sunglasses market?
4. What has been the impact of COVID-19 on the global sunglasses market?
5. What is the breakup of the global sunglasses market based on the type?
6. What is the breakup of the global sunglasses market based on the design?
7. What is the breakup of the global sunglasses market based on the frame material?
8. What is the breakup of the global sunglasses market based on the lens material?
9. What is the breakup of the global sunglasses market based on the distribution channel?
10. What are the key regions in the global sunglasses market?
11. Who are the key players/companies in the global sunglasses market?

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