

Sports Sunglasses Market By Product Type (Polarized, Non-Polarized), By End User (Men, Women), By Sales Channel (Specialty Stores, Supermarket/Hypermarket, Multi-Branded Stores, Online, Others (Counter Shops, etc.) By Region, By Competition Forecast & Opportunities, 2018-2028F

<https://marketpublishers.com/r/S293B4FECB1AEN.html>

Date: November 2023

Pages: 178

Price: US\$ 4,900.00 (Single User License)

ID: S293B4FECB1AEN

Abstracts

The Global Sports Sunglasses Market reached a valuation of USD 7.5 billion in 2022 and is poised for robust growth throughout the forecast period, with a projected Compound Annual Growth Rate (CAGR) of 5.5% up to 2028. This flourishing market is driven by a convergence of factors, including the increasing popularity of outdoor sports and recreational activities, a heightened awareness of the importance of eye protection, and evolving fashion trends. Sports sunglasses have transitioned from mere functional gear to essential accessories for athletes and sports enthusiasts, providing not only UV protection but also enhancing performance and style.

Key market players are consistently innovating their product offerings to cater to the specific demands of various sports, such as cycling, running, golf, skiing, and water sports. These innovations often feature cutting-edge elements like polarized lenses, photochromic technology, anti-fog coatings, and lightweight, durable frames. Athletes now seek sunglasses that not only shield their eyes from harmful UV rays but also improve their vision and reduce glare, essential for optimal performance.

Furthermore, sports sunglasses have transcended their utilitarian role to become fashion statements. Athletes and consumers alike seek sunglasses that offer superior optical clarity while aligning with their personal style preferences. This convergence of fashion and functionality has significantly broadened the market's appeal and customer

base.

The sports sunglasses market also benefits from the burgeoning growth of e-commerce, making it convenient for consumers to access a wide array of options and compare products. Additionally, the endorsement of these products by celebrities and sports icons further amplifies their popularity.

In summary, the global sports sunglasses market is thriving due to escalating demand for eye protection, performance-enhancing features, and stylish designs. This dynamism has rendered the market competitive, with promising growth prospects.

Key Market Drivers

- 1. Increased Sports Participation:** The rising global interest in sports and outdoor activities, driven by a growing awareness of physical fitness and a healthier lifestyle, is a primary driver of the sports sunglasses market. As more people engage in activities like cycling, running, hiking, skiing, and water sports, the demand for sports sunglasses has naturally increased. These sunglasses offer protection against UV rays, glare reduction, and improved visual clarity, making them essential for athletes and outdoor enthusiasts.
- 2. Emphasis on Eye Protection:** Eye protection has gained prominence due to the growing understanding of the harmful effects of UV radiation on the eyes. Prolonged exposure to the sun's UV rays can lead to various eye conditions, making consumers prioritize eye protection. Sports sunglasses, typically equipped with UV-blocking lenses, reduce the risk of eye damage and promote long-term eye health.
- 3. Technological Advancements:** Ongoing innovation in lens and frame technology is a significant driver. Manufacturers continually develop new technologies to enhance the performance and functionality of sports sunglasses. Polarized lenses, photochromic technology, and anti-fog coatings, among other features, cater to specific sporting needs, enhancing visual comfort and clarity.
- 4. Fashion and Style Trends:** Sports sunglasses have evolved beyond functionality to become fashion statements. This fusion of sports and fashion has led to trendsetting designs appealing to a broader consumer base. Collaboration with celebrities, athletes, and social media influencers has further popularized sports-inspired eyewear.
- 5. E-Commerce Growth:** The proliferation of e-commerce platforms has revolutionized how consumers shop for sports sunglasses. Online retail channels offer extensive

product selections, convenient comparisons, and reviews, expanding the reach of sports eyewear brands. Direct-to-consumer (DTC) brands have also emerged, offering high-quality sports sunglasses at competitive prices.

Key Market Challenges

- 1. Intense Competition:** The sports sunglasses market faces intense competition among established brands and new entrants. As the market grows, more companies vie for a share of the consumer base, necessitating constant innovation and product differentiation. Established brands enjoy brand recognition and invest in R&D, while emerging DTC brands seek to build awareness.
- 2. Price Sensitivity and Accessibility:** While demand for high-quality sports sunglasses rises, price sensitivity remains a challenge. Brands must balance cost-effective production with maintaining quality and features. Additionally, accessibility issues, including limited distribution networks and high import taxes, affect consumer reach.
- 3. Counterfeit Products and Quality Concerns:** Counterfeit sports sunglasses pose a persistent problem. These products mimic reputable brands, deceiving consumers and harming both them and genuine brands. Quality concerns also arise with inexpensive, unbranded sports sunglasses, potentially leading to eye health issues and dissatisfaction.
- 4. Sustainability and Ethical Considerations:** Sustainability and ethical concerns have gained prominence. Brands are under pressure to adopt eco-friendly materials, reduce waste, and ensure fair labor practices in their supply chains. These considerations impact brand reputation and consumer trust.

Key Market Trends

- 1. Technological Advancements in Lens and Frame Materials:** Ongoing technological innovation in lens and frame materials enhances sports eyewear's performance and comfort. Advanced lens materials offer superior impact resistance, optical clarity, and UV protection. Lightweight and durable frame materials like TR-90, nylon, and titanium provide comfort and endurance. Integration of smart technology is also on the rise.
- 2. Fashion-Forward Designs and Athlete Collaborations:** The convergence of fashion and sportswear influences sports sunglasses' design. Brands cater to diverse tastes, with athlete collaborations creating unique, attractive designs that resonate with

consumers.

3. **Sustainability and Eco-Friendly Practices:** Sustainability is a growing concern, leading brands to adopt eco-friendly materials, reduce waste, and focus on recyclability. Incorporating bio-based plastics and recycled materials into sports sunglasses aligns with environmentally conscious consumers.

4. **Enhanced Eye Protection and Lens Technologies:** The importance of eye protection remains a top priority. Sports sunglasses feature advanced lens technologies, with polarized lenses in high demand. Lens coatings like anti-fog and blue light filtering enhance functionality.

5. **Expansion of E-commerce and Augmented Reality Shopping:** E-commerce continues to grow, offering convenience and accessibility. Augmented reality (AR) shopping experiences, allowing virtual try-ons, enhance online shopping interactivity.

6. **Customization and Interchangeable Lenses:** Personalization and versatility are driving demand. Brands offer customization options, allowing consumers to choose frame colors and lens tints. Interchangeable lenses adapt to changing light conditions and sports requirements.

Segmental Insights

Product Type Insights: Polarized sports sunglasses are a rapidly growing segment, with their glare-reduction benefits appealing to consumers not only for sports but also everyday wear. Brands are expanding their offerings in this segment to meet increasing demand.

Sales Channel Insights: The online segment is experiencing robust growth, providing convenient access and augmented reality shopping experiences. This channel enables both established and emerging brands to reach a global audience.

Regional Insights: The Asia-Pacific region is emerging as a dynamic and rapidly growing segment, driven by increasing outdoor sports popularity, rising disposable incomes, and growing awareness of eye protection. Both domestic and international brands are expanding their presence in this region, making it a key driver of global growth in the sports sunglasses market.

Key Market Players

Speedo International

Aqua Lung International

Zoggs International Ltd.

Under Armour, Inc.

MYKITA GmbH

Marchon Eyewear, Inc.

Carl Zeiss AG

Adidas AG

Xenith, LLC

Luxottica Group SpA

Report Scope:

In this report, the Global Sports Sunglasses Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Sports Sunglasses Market, By Product Type:

Polarized

Non-Polarized

Sports Sunglasses Market, By Product Type:

Men

Women

Sports Sunglasses Market, By Sales Channel:

Specialty Stores

Supermarket/Hypermarket

Multi-Branded Stores

Online

Others

Sports Sunglasses Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Sports Sunglasses Market.

Available Customizations:

Global Sports Sunglasses Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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