

# **Sports Sunglasses Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis By Type (Polarized and Non-Polarized), Category (Men, Women, Unisex, and Kids), Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online Retail, and Others), and Geography**

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## **Abstracts**

The sports sunglasses market size is projected to grow from US\$ 5.59 billion in 2022 to US\$ 8.11 billion by 2030; the market is expected to grow at a CAGR of 4.8% from 2022 to 2030.

Sports sunglasses are coated with ultraviolet (UV) ray blockers and impact-resistant films that reduce glare and improve contrast to provide improved visibility in the field. The sunglasses are also available in polarized or non-polarized types with tinted and non-tinted lenses, which make them suitable for everyday wear. Thus, the sports sunglasses market is growing with huge demand across the globe. According to the Sports & Fitness Industry Association (SFIA), more than 76% of population (i.e., 236.9 million people) in the US participated in at least one activity in 2022, a 9.2% increase in total participation rates from 2017 and a 1.9% increase from 2021. Also, according to Eurostat, in 2019, around 44 % of the European population practiced some physical activities at least once a week. Sports enthusiasts understand the importance of safeguarding their eyes from potential risks such as dust, wind, and debris. Thus, they use sports sunglasses designed to provide optimal protection and enhance performance during sports activities. Consumers, both athletes and non-athletes, are inclined to invest in high-quality sports sunglasses that can protect their eyes and reflect their commitment to an active and health-conscious way of life. This combination of

function and fashion boosts the demand for sports sunglasses. Therefore, the rise in participation in physical activities and sports activities propels the growth of the sports sunglasses market.

Technological advancements offer various benefits that cater to consumers' evolving needs and preferences. One crucial aspect of technological advancements is the improvement in lens technology. Sports sunglasses have advanced lens coatings, such as polarized and photochromic technology. Polarized lenses reduce glare and enhance contrast, which makes them ideal for water sports, skiing, and driving activities. Photochromic lenses adapt to changing light conditions that provides versatility for users engaged in various outdoor sports. These technological enhancements improve visual comfort and the overall experience, making sports sunglasses attractive to consumers.

In 2022, Middle East & Africa is expected to register highest CAGR in the global sports sunglasses market during forecast period. Hosting mega sporting events benefits the region's economy, leading to awareness regarding such sports among the masses, which subsequently results in increased participation in various sports activities every year. Sportsmen in car racing, cycling, and water sports require sports sunglasses. For instance, Saudi Arabia has hosted “The Darker Rally” event for motorsport since 2020, which has been attracting thousands of the world's off-road drivers to the deserts of Saudi Arabia. In March 2023, the UAE hosted the Dubai Racing World Cup at the Meydan Racecourse. Moreover, the increasing awareness about the importance of sports and physical fitness among individuals and fitness enthusiasts is further driving the demand for sports sunglasses in the Middle East & Africa. These factors are anticipated to boost the demand for sports sunglasses across the region and further aids to the sports sunglasses market growth.

Columbia Sportswear Co, EssilorLuxottica SA, Liberty Sport Inc, Under Armour Inc, Nike Inc, Rapha Racing Ltd, Puma SE, Decathlon SE, Adidas AG, and Safilo Group SpA are a few of the major players operating in the global sports sunglasses market. Market players continuously focus on strategic development initiatives such as research and development, merger and acquisition, expansion, and new product launch for offering high-quality and innovative products.

The overall sports sunglasses market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have

been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include VPs; business development managers; market intelligence managers; national sales managers; and external consultants such as valuation experts, research analysts, and key opinion leaders, specializing in the sports sunglasses market.

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