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Sunwear / Sunglasses Segment is Driving the Eyewear Market

https://marketpublishers.com/r/S1C32C7E656EN.html
Date: October 2007
Pages: 22
Price: US$ 850.00 (Single User License)
ID: S1C32C7E656EN

Abstracts

The worldwide eyewear segment is considered to be a part of the overall Retail Trade Sector. Players within the industry retail a variety of optical merchandise, which includes prescription eyewear, such as glasses, contact lenses and fashion eyewear like sunglasses.

The eyewear retail market has been growing at a low- to midsingle-digit average annual rate over the last few years. The optical segment of the market has also been growing at a similar rate during this period.

However, the sunglasses / sunwear segment of the market has been growing at a midsingle-digit average annual rate (in both dollars and units), with the premium-priced segment growing at more than twice the rate of the rest of the market.

Growth in the sunglasses segment is driven by increasing awareness of both the useful benefits (i.e., eye protection) and trendy appeal of these accessories, the latter of which also contributes to shorter replacement cycles as styles changes frequently and growing occurrence of buying multiple sunglasses for different occasions.

The report focuses on the global eyewear industry – its size, growth rate, trends, growth drivers, etc. The U.S eyewear market has been covered separately in the report which includes data on the U.S sunwear market. It also covers a separate section on brand portfolio of different eyewear manufacturers / retailers.

The report profiles most of the major industry players, including their financial information, SWOT analysis and key business strategies.

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