

Sunglasses in India

August 2023

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Sunglasses in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound in travel activities fuels the demand for sunglasses in India

Competition intensifies in sunglasses, with brands focusing on omnichannel offerings

Brands collaborate with social media influencers and celebrities to aid brand visibility

PROSPECTS AND OPPORTUNITIES

Evolving economic landscape in the country is expected to favour the category

Polarised and powered sunglasses expected to boom in demand, due to increasing dependence on digital devices Innovation set to drive growth in sunglasses over the forecast period

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