

Sunglasses in Singapore

May 2023

Table of Contents

Sunglasses in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for sunglasses continues to improve following pandemic decline

Travel resurgence helps drive demand for sunglasses in Singapore

Omnichannel strategy can be successful for players in the local market

PROSPECTS AND OPPORTUNITIES

Sunglasses likely to remain fairly consolidated competitive environment

Sustainability to become a more dynamic trend in sunglasses

CATEGORY DATA

Table 1 - Sales of Sunglasses: Volume 2018-2023

Table 2 - Sales of Sunglasses: Value 2018-2023

Table 3 - Sales of Sunglasses: % Volume Growth 2018-2023

Table 4 - Sales of Sunglasses: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Sunglasses: % Value 2018-2022

Table 6 - LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 7 - Distribution of Sunglasses by Format: % Value 2018-2023

Table 8 - Forecast Sales of Sunglasses: Volume 2023-2028

Table 9 - Forecast Sales of Sunglasses: Value 2023-2028

Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Sunglasses: % Value Growth 2023-2028

Eyewear in Singapore - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 - Sales of Eyewear by Category: Volume 2018-2023

Table 13 - Sales of Eyewear by Category: Value 2018-2023

Table 14 - Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 15 - Sales of Eyewear by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Eyewear: % Value 2018-2022

Table 17 - LBN Brand Shares of Eyewear: % Value 2019-2022

Table 18 - Distribution of Eyewear by Format: % Value 2018-2023

Table 19 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 20 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sunglasses-in-singapore/report.