

# Sunglasses in Spain

May 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Reopening of society and resumption of tourism support sales of sunglasses  
Affordable fashion brands are in demand among budget-conscious consumers  
Ray-Ban maintains its lead through ongoing multi-channel expansion

#### PROSPECTS AND OPPORTUNITIES

Depressed economy will restrict sales, while consumers choose cheaper brands  
Ongoing innovations expected over the forecast period, with competition coming from photochromatic lenses and clip-on models  
Sunglasses still has scope for growth, due to growing education and potential decline of illegal channel trade

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