

Sunglasses in South Korea

May 2023

Table of Contents

Sunglasses in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust double-digit value growth due to greater resumption of travel Inflation fails to hinder demand Gentle Monster remains leading brand in 2022

PROSPECTS AND OPPORTUNITIES

Increasing importance of protective functionality among local consumers Luxury sunglasses will continue to drive growth Virtual try-on technology and other innovations increasingly changing the consumer experience

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: % Volume Growth 2023-2028
Table 10 - Forecast Sales of Sunglasses: % Value Growth 2023-2028
Table 11 - Forecast Sales of Sunglasses: % Value Growth 2023-2028

Eyewear in South Korea - 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 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-south-korea/report.