

# Sunglasses in Romania

June 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Prestige brands and vintage fashion shapes sales on the sunglasses landscape

A desire for fashionable designs remains, despite increasing demand for protection

Fast fashion brands, including Shein, fuel the growth of sunglasses through e-commerce

#### PROSPECTS AND OPPORTUNITIES

A strong performance is driven by increased time spent outside of the household

Private label drives growth as the economic landscape shapes buying habits

Social media and e-commerce become key drivers of growth for 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 Romania - 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-romania/report](http://www.euromonitor.com/sunglasses-in-romania/report).