Sunglasses in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Significant fall in volume sales in 2024
Healthier lifestyles leads to increase demand for high-end sports sunglasses
Apparel and accessory brands expand into sunglasses

PROSPECTS AND OPPORTUNITIES

Illicit sales a continuing issue
Players adopt more environmentally conscious stance
Younger consumers represent an opportunity for sunglasses

CATEGORY DATA

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Table 4 - Sales of Sunglasses: % Value Growth 2019-2024
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Eyewear in Argentina - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture
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Retailing developments
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SOURCES

Summary 1 - Research Sources
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