

# Sunglasses in India

August 2023

**Table of Contents** 

# Sunglasses in India - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Rebound in travel activities fuels the demand for sunglasses in India Competition intensifies in sunglasses, with brands focusing on omnichannel offerings Brands collaborate with social media influencers and celebrities to aid brand visibility

# PROSPECTS AND OPPORTUNITIES

Evolving economic landscape in the country is expected to favour the category Polarised and powered sunglasses expected to boom in demand, due to increasing dependence on digital devices Innovation set to drive growth in sunglasses over the forecast period

#### 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 India - 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

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## SOURCES

Summary 1 - Research Sources

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