

Sunglasses in Turkey

May 2024

Table of Contents

Sunglasses in Turkey - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic instability and high inflation puts pressure on retail volume sales in 2024

Increase in tourism benefits sales while health-conscious parents invest in sunglasses for their children

Sustainability having a growing influence on sunglasses

PROSPECTS AND OPPORTUNITIES

Athleisure trend expected to influence demand for sunglasses

Demand for Ray-Ban meta smart glasses

E-commerce expected to become an increasingly important channel for sunglasses

CATEGORY DATA

Table 1 - Sales of Sunglasses: Volume 2019-2024

Table 2 - Sales of Sunglasses: Value 2019-2024

Table 3 - Sales of Sunglasses: % Volume Growth 2019-2024

Table 4 - Sales of Sunglasses: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Sunglasses: % Value 2019-2023

Table 6 - LBN Brand Shares of Sunglasses: % Value 2020-2023

Table 7 - Distribution of Sunglasses by Format: % Value 2019-2024

Table 8 - Forecast Sales of Sunglasses: Volume 2024-2029

Table 9 - Forecast Sales of Sunglasses: Value 2024-2029

Table 10 - Forecast Sales of Sunglasses: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Sunglasses: % Value Growth 2024-2029

Eyewear in Turkey - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 12 - Sales of Eyewear by Category: Volume 2019-2024

Table 13 - Sales of Eyewear by Category: Value 2019-2024

Table 14 - Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 15 - Sales of Eyewear by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Eyewear: % Value 2019-2023

Table 17 - LBN Brand Shares of Eyewear: % Value 2020-2023

Table 18 - Distribution of Eyewear by Format: % Value 2019-2024

Table 19 - Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 20 - Forecast Sales of Eyewear by Category: Value 2024-2029

Table 21 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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-turkey/report.