

Sunglasses in South Africa

June 2024

Table of Contents

Sunglasses in South Africa - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Most local consumers refrain from purchasing sunglasses in economic climate

Luxury sunglasses are only purchased when on promotion

Consumers move online to find competitive prices from overseas platforms

PROSPECTS AND OPPORTUNITIES

Influx of tourists to South Africa could benefit luxury sunglasses

Sunglass Hut expands its reach via Woolworths

Bash online offers consumers both mass and luxury 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 South Africa - 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

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SOURCES

Summary 1 - Research Sources

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