

# Sunglasses in the US

May 2024

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# Sunglasses in the US - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Sunglasses experiences a downturn amidst economic uncertainty Shift in the competitive landscape: Decline for luxury brands, value brands on the rise E-commerce shift: Affordable online purchases and cautious in-store shopping

# PROSPECTS AND OPPORTUNITIES

Anticipated moderate volume decline in demand for sunglasses over the forecast period Retailers' embrace of evolving omnichannel strategies Seizing opportunities with tech-infused sunglasses to capture consumers' interest

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