

Sunglasses in Germany

June 2024

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Sunglasses in Germany - Category analysis

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2024 DEVELOPMENTS

Sunglasses continues to show strong value growth, despite risk factors

Luxottica Germany GmbH continues to lead sunglasses

Online sales bolstered by AI technologies

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Sunglasses expected to see positive current value growth over the forecast period

Competitive landscape likely to remain fairly consolidated

Collaborations will be key

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