

Sunglasses Market Trends and Global Forecast to 2022

Sunglass Polarization (Polarized, Non-Polarized, Mirrored and Others), by Consumer Group (Women, Men, Children) by Frame Material

PUNE, MAHARASHTRA, INDIA, April 21, 2017 /EINPresswire.com/ -- [Global Sunglasses Market Information](#)- by Type (Aviator, Browline, Oversized, Shutter Shades, Teashades, Wayfarer, Wrap-Around and Others), by Sunglass Polarization (Polarized, Non-Polarized, Mirrored and Others), by Consumer Group (Women, Men, Children) by Frame Material (Pc, Wooden, Acetate, Alloy and Others) by Lens Material (Acrylic, Resin, Glass and Others) and by Region - Forecast to 2022
Study Objectives of [Sunglasses Market](#)

- Detailed analysis of segments and sub-segments of sunglasses
- To estimate market size by type, by sunglass polarization, consumer group, frame material and lens material
- Market dynamics including trend and factor analysis for supply and demand
- Region level market analysis and market projections for North America, Europe, Asia, and Rest of the World (ROW) and their countries
- Competition mapping and positioning of major market players, evaluation of key company strategies
- Company profiling of major players in the market
- Value chain analysis and supply chain analysis
- Analysis of historical market trends, and technologies, and current government regulatory requirements

Key Findings:

- Among various segments, demand for glacier sunglasses is increasing, with increase in travel population preferences for mountain climbing or across glaciers or snowfields which requires above-average eye protection.
- Increase awareness about popular brands through media and improved availability of products through e-commerce at discounted prices is encouraging the consumers to buy sunglasses

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The key players profiled in sunglasses are as Luxottica (Italy), DE RIGO SPA (Italy), Safilo (Padua), Marcolin(Italy), Gazer eyewear (Greece), Carl Zeiss AG (Germany), Prime Optics Ltd(U.K.), Kyboe (Netherland), Xiamen ASA Sunglasses Co., Ltd (China) and Vuerich B(Spain)

Reasons to buy

- The study includes detailed market analysis of sunglasses market encompassing its macro and micro-markets
- It covers market segmentation by type, by sunglass polarization, by consumer group, by frame material and by lens material
- It helps in identifying region-wise major suppliers and understand consumption patterns
- The report will provide useful and premium insights that will support in investments for Sunglasses and allied companies providing details on the fast growing segments and regions
- In addition, it will provide key findings that will help the companies to improve profitability by using

supply chain strategies, cost effectiveness of various products mentioned in the report

- The data used in the report is primarily based on primary interviews with the major producing companies and industry experts and also supported by authentic industry data from secondary sources

Intended Audience

- Sunglasses Manufacturers
- Lens Producers
- Frame Manufacturers
- Retailers, wholesalers
- E-commerce companies
- Traders, Importers and ex

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