



Sunglasses in Mexico

May 2024

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Sunglasses in Mexico - Category analysis

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2024 DEVELOPMENTS

New targets contribute to the growth of sunglasses, including dogs

Outdoor pursuits inspire new collections in sunglasses

Changes at GBO level could influence the competitive landscape

PROSPECTS AND OPPORTUNITIES

Clip-on sunglasses offer a convenient, fashionable and economical solution

Brands embrace sustainability in the production of their sunglasses

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