



Sunglasses in the Netherlands

May 2024

Table of Contents

Sunglasses in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Encouraged purchases as fashion complements

Demand driven by affordable luxury products

Preference for discounts and online shopping

PROSPECTS AND OPPORTUNITIES

Climate change to drive higher demand

Influencers effectively reach Generation Z

Interest in smaller domestic niche brands

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 the Netherlands - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sunglasses-in-the-netherlands/report.