

# Sunglasses in Sweden

June 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sunglasses remains one of the most dynamic categories within eyewear

Polarisation between high-end names and private label noted

Optical stores remain important, although sunglasses are also easy to purchase through other channels

#### PROSPECTS AND OPPORTUNITIES

Ongoing growth expected for sunglasses, thanks to myriad trends

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Sports sunglasses tipped to see steady growth

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