



Euromonitor
International

Sunglasses in Taiwan

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Fashion trends continue to fuel sales of sunglasses in Taiwan
Kering SA retains its leads, however, share is lost to smaller, niche players
Taiwan's active lifestyles drives growth for sunglasses designed for sports

PROSPECTS AND OPPORTUNITIES

Heightened awareness of eye health and demand for fashion accessories is set to support growth
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DISCLAIMER

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