

Sunglasses in Argentina

May 2023

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2023 DEVELOPMENTS

Ray-Ban and Oakley among the brands most affected by tighter import controls

More apparel and accessories brands and specialist retailers enter sunglasses

Demand for counterfeit products remains high despite warnings of health risks

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Steady growth in sunglasses volume sales projected

E-commerce likely to make further advances in sunglasses distribution

Import restrictions will continue to pose challenges in the short-to-medium term

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