

# Sunglasses in India

June 2024

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#### Sunglasses in India - Category analysis

## **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sunglasses sees robust growth momentum in 2024 Luxottica India continues to hold the leading value share in sunglasses Specialised sunglasses are gaining prominence in the category

#### PROSPECTS AND OPPORTUNITIES

Reducing reliance on imports will benefit sunglasses in the forecast period Omnichannel retail strategies expected to drive growth Tech-infused sunglasses offer an opportunity for new players

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