

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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