

# Sunglasses in Brazil

May 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sunglasses struggles to recover but manages further growth  
Celebrity campaigns support demand for sunglasses in Brazil  
E-commerce boosts sales, but move towards spectacles strengthens

#### PROSPECTS AND OPPORTUNITIES

Shift towards spectacles likely to benefit brands remaining exclusively in sunglasses  
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## Eyewear in Brazil - Industry Overview

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