



Sunglasses in Indonesia

May 2024

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Sunglasses in Indonesia - Category analysis

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2024 DEVELOPMENTS

The performance of the sunglasses category remains heavily reliant on the travel industry

Imported luxury sunglasses play key role in category

Demand for polarised sunglasses increases as outdoor activities return

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The sunglasses category is forecast to register healthy growth fuelled by the younger generation

Opportunities may lie within the younger generation

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