



# Sunglasses in the Philippines

June 2025

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## Sunglasses in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Unusually hot weather boosting demand for sunglasses  
Ray-Ban a shining light in sunglasses  
Sports-related offerings see growing demand as Filipinos become more active

#### PROSPECTS AND OPPORTUNITIES

E-commerce expected to boost demand for sunglasses  
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