



Euromonitor  
International

# Sunglasses in Germany

June 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sunglasses continues to show strong value growth, despite risk factors  
Luxottica Germany GmbH continues to lead sunglasses  
Online sales bolstered by AI technologies

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sunglasses-in-germany/report](http://www.euromonitor.com/sunglasses-in-germany/report).