



Euromonitor  
International

# Sunglasses in the US

June 2025

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## Sunglasses in the US - Category analysis

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#### 2025 DEVELOPMENTS

Renewed pressure on sunglasses amidst economic and trade headwinds

Luxottica US Holdings leverages the strength of the Ray-Ban and Prada brands to consolidate its leadership of sunglasses

Retail offline dominates but retail e-commerce rebounds

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