SUNSTATS

(FACTS AND FIGURES ABOUT CONSUMER SUNWEAR TRENDS)

THE NUMBERS DON'T LIE. SUNWEAR IS ON A CONSTANT UPHILL CLIMB WITH POPULARITY, IMPORTANCE AND NECESSITY. YOUR CUSTOMERS WANT AND NEED SUNWEAR. LET THESE SUNSTATS GUIDE YOU INTO FINDING EXACTLY WHAT YOUR CUSTOMERS ARE LOOKING FOR.

—VICTORIA GARCIA

U.S. PLANO SUNGLASS SALES

RETAIL DOLLARS BY CHANNEL (in millions)

Sunglass specialty shops have the highest percentage of dollar sales when it comes to plano sunwear. Optical independents and optical chains are two channels that are very far behind. Many of your customers may be only purchasing optical frames from you. Inform them of the importance that sunwear plays in everyday life by creating displays that showcase sun frames along with polarized lenses, prescription lenses and sport sunwear options.



METHODOLOGY

This sumwear data was pulled from a large-scale, continuous consumer-based VisionWatch study,

U.S. PLANO SUNGLASS SALES AVERAGE RETAIL PRICE Over the past 12-month ending periods, the average retail price of plano sunglasses has regularly increased. Customers will want to have various

will want to have various options when it comes to sunglass price points. Be sure to stock sunwear that will fulfill the needs of all of your customers, regardless of their budget. Your dispensary should be filled with frames that range

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between luxury, branded and moderately priced frames.

ADULTS CURRENTLY WEARING SUNGLASSES

Age is not a factor when it comes to protecting your eyes. Regardless of age, gender or lifestyle, sunglasses should be worn by everyone, especially when outdoors. Remind your customers the importance of protect-

