

## Sunglasses - UK - June 2012

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"Heightened awareness of the importance of wearing high-factor sunscreen to protect the skin has seen usage in the UK climb. However, the same high-profile media attention has not been devoted to eye safety in the sun. There is an opportunity for sunglasses brands to lead media campaigns to raise public understanding of UV radiation and its damaging effects on long-term vision. Targeting this message at under-25s – who prioritise cosmetic considerations above health concerns – could encourage young consumers to trade up to superior-quality versions."

– Emma Clifford, Fashion and Clothing Analyst

### In this report we answer the key questions:

- Is the polarisation seen within the fashion arena also apparent within the sunglasses market?
- What do shoppers look for when choosing sunglasses?
- What does 2012 hold for the sunglasses market?
- How can retailers increase awareness of the importance of UV eye protection?
- How is technology impacting the sunglasses market?

All complete pairs of sunglasses are included in this market report. A pair of sunglasses is defined by their intended use – for wearing in bright sunshine. However, Mintel recognises that many consumers wear sunglasses as a style accessory (at the nightclub, airport...) and includes these in the definition.

The market is divided between plano (non-prescription) sunglasses, which can be bought in a wide range of outlets, and prescription sunglasses, mostly bought through opticians. This report covers plano sunglasses only. Airport (including tax-free) sales are included in this definition.

#### Excluding

- Prescription spectacles with tinted lenses, ie prescription sunglasses.
- Specialist goggles for sports, eg skiing, cycling, swimming etc.
- Children's toy sunglasses and others which are of less than European Standard quality.

#### Standards

Sunglasses are made to cut down the amount of sunlight going into the eye so it is protected from UV radiation. UV includes both UVA – which causes ageing of the lens – and UVB – which can be responsible for medical conditions, such as eye cancer.

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