

Eyewear in Italy

Market Direction | 2022-06-15 | 39 pages | Euromonitor

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Report description:

Italian eyewear is expected to record high single-digit growth in current value terms in 2022, continuing its road to recovery after the decline brought about by the COVID-19 pandemic. Current value sales moved back to pre-pandemic levels in 2022 due to further easing of restrictions, which has supported the recovery of eyewear. The rebound in the Italian economy has elevated consumer confidence although higher inflation is cutting into real disposable incomes. Nevertheless, Italians returned to...

Euromonitor International's Eyewear in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Contact Lenses and Solutions, Spectacles, Sunglasses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Eyewear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Table of Contents:

Eyewear in Italy
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List Of Contents And Tables

EYEWEAR IN ITALY

EXECUTIVE SUMMARY

Eyewear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 1 Sales of Eyewear by Category: Volume 2017-2022

Table 2 Sales of Eyewear by Category: Value 2017-2022

Table 3 Sales of Eyewear by Category: % Volume Growth 2017-2022

Table 4 Sales of Eyewear by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Eyewear: % Value 2017-2021

Table 6 LBN Brand Shares of Eyewear: % Value 2018-2021

Table 7 Distribution of Eyewear by Format: % Value 2017-2022

Table 8 Forecast Sales of Eyewear by Category: Volume 2022-2027

Table 9 Forecast Sales of Eyewear by Category: Value 2022-2027

Table 10 Forecast Sales of Eyewear by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Eyewear by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

CONTACT LENSES AND SOLUTIONS IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Contact lenses continues to recover following COVID-19 pandemic

Daily disposable lenses are most popular format

Competitor landscape remains concentrated

PROSPECTS AND OPPORTUNITIES

Contact lenses sales driven by rising demand for disposable daily lenses

Presbyters driving demand for multifocal lenses

E-commerce will drive momentum in eyewear in the upcoming years

CATEGORY DATA

Table 12 Sales of Contact Lenses by Category: Volume 2017-2022

Table 13 Sales of Contact Lenses by Category: Value 2017-2022

Table 14 Sales of Contact Lenses by Category: % Volume Growth 2017-2022

Table 15 Sales of Contact Lenses by Category: % Value Growth 2017-2022

Table 16 Sales of Contact Lens Solutions: Value 2017-2022

Table 17 Sales of Contact Lens Solutions: % Value Growth 2017-2022

Table 18 Sales of Contact Lenses by Type: % Value 2017-2022

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Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2017-2022
Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2017-2022
Table 21 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2017-2022
Table 22 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2017-2022
Table 23 □NBO Company Shares of Contact Lenses: % Value 2017-2021
Table 24 □LBN Brand Shares of Contact Lenses: % Value 2018-2021
Table 25 □Distribution of Contact Lenses by Format: % Value 2017-2022
Table 26 □Distribution of Contact Lens Solutions by Format: % Value 2017-2022
Table 27 □Forecast Sales of Contact Lenses by Category: Volume 2022-2027
Table 28 □Forecast Sales of Contact Lenses by Category: Value 2022-2027
Table 29 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2022-2027
Table 30 □Forecast Sales of Contact Lenses by Category: % Value Growth 2022-2027
Table 31 □Forecast Sales of Contact Lens Solutions: Value 2022-2027
Table 32 □Forecast Sales of Contact Lens Solutions: % Value Growth 2022-2027

SPECTACLES IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spectacles continues to rebound from the COVID-19 pandemic

Spectacle lenses lead growth to tackle health issues

Sunglass manufacturer Carl Zeiss enters spec

PROSPECTS AND OPPORTUNITIES

Spectacle lenses will target growing issue of myopia

Optical stores to remain preferred retail outlet for spectacles

Technology drives spectacle innovations

CATEGORY DATA

Table 33 Sales of Spectacles by Category: Volume 2017-2022

Table 34 Sales of Spectacles by Category: Value 2017-2022

Table 35 Sales of Spectacles by Category: % Volume Growth 2017-2022

Table 36 Sales of Spectacles by Category: % Value Growth 2017-2022

Table 37 Sales of Spectacle Lenses by Type: % Value 2017-2022

Table 38 NBO Company Shares of Spectacles: % Value 2017-2021

Table 39 LBN Brand Shares of Spectacles: % Value 2018-2021

Table 40 Distribution of Spectacles by Format: % Value 2017-2022

Table 41 Forecast Sales of Spectacles by Category: Volume 2022-2027

Table 42 □Forecast Sales of Spectacles by Category: Value 2022-2027

Table 43 □Forecast Sales of Spectacles by Category: % Volume Growth 2022-2027

Table 44 □Forecast Sales of Spectacles by Category: % Value Growth 2022-2027

SUNGLASSES IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sunglasses witness dynamic growth as consumers come back to the category

Luxottica group remains dominant player in sunglasses

Licensing is key to expanding sunglasses brand portfolios

PROSPECTS AND OPPORTUNITIES

Recovery in sunglasses value sales to pre-pandemic levels

Optical stores remains key retail channel

Sustainability trend gaining traction in sunglasses

CATEGORY DATA

- Table 45 Sales of Sunglasses: Volume 2017-2022
- Table 46 Sales of Sunglasses: Value 2017-2022
- Table 47 Sales of Sunglasses: % Volume Growth 2017-2022
- Table 48 Sales of Sunglasses: % Value Growth 2017-2022
- Table 49 NBO Company Shares of Sunglasses: % Value 2017-2021
- Table 50 LBN Brand Shares of Sunglasses: % Value 2018-2021
- Table 51 Distribution of Sunglasses by Format: % Value 2017-2022
- Table 52 Forecast Sales of Sunglasses: Volume 2022-2027
- Table 53 Forecast Sales of Sunglasses: Value 2022-2027
- Table 54 ☐Forecast Sales of Sunglasses: % Volume Growth 2022-2027
- Table 55 ☐Forecast Sales of Sunglasses: % Value Growth 2022-2027

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