

## **Eyewear in Sweden**

Market Direction | 2022-06-15 | 36 pages | Euromonitor

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### **Report description:**

Sales of eyewear declined in 2020 due to the COVID-19 pandemic, with many consumers postponing the purchase of spectacles to limit interactions with other people and thus preferring not to visit optical goods stores as well as postponing larger purchases. Furthermore, the steep decline in both inbound and outbound travel negatively impacted the retail value sales of sunglasses. However, contact lenses saw a relatively modest decline due to its relatively essential nature and the fact that orderi...

Euromonitor International's Eyewear in Sweden 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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#### PROSPECTS AND OPPORTUNITIES

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