

Spectacles in Sweden

Market Direction | 2022-06-15 | 19 pages | Euromonitor

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Report description:

Retail value sales of spectacles declined in 2020 due to the COVID-19 pandemic. This was mainly due to consumers trying to limit their trips to retail stores, resulting in them postponing purchases of spectacles. Purchasing spectacles and having an eye exam goes hand in hand, and spectacles is something that consumers generally prefer to purchase in-store, as many perceive it to be difficult to see what a spectacle frame will look like on them when buying through retail e-commerce. As more Swede...

Euromonitor International's Spectacles 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: Readymade Reading Glasses, Spectacle Frames, Spectacle Lenses.

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

Why buy this report?

- * Get a detailed picture of the Spectacles 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:

Spectacles in Sweden
Euromonitor International
June 2022

List Of Contents And Tables

SPECTACLES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Spectacle sales benefit from consumers adopting pre-pandemic lifestyles again

Sustainability trend dampens volume sales but boosts value sales in 2022

Swedes prefer statement spectacle frames after restrictions during the pandemic

PROSPECTS AND OPPORTUNITIES

Sustainability, convenience and e-commerce set to drive sales during the forecast period

Segmentation likely to become more important during the forecast period

A rise in uptake of eye tests will benefit sales of spectacles during the forecast period

CATEGORY DATA

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

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

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

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

Table 5 Sales of Spectacle Lenses by Type: % Value 2017-2022

Table 6 NBO Company Shares of Spectacles: % Value 2017-2021

Table 7 LBN Brand Shares of Spectacles: % Value 2018-2021

Table 8 Distribution of Spectacles by Format: % Value 2017-2022

Table 9 Forecast Sales of Spectacles by Category: Volume 2022-2027

Table 10 Forecast Sales of Spectacles by Category: Value 2022-2027

Table 11 Forecast Sales of Spectacles by Category: % Volume Growth 2022-2027

Table 12 Forecast Sales of Spectacles by Category: % Value Growth 2022-2027

EYEWEAR IN SWEDEN

EXECUTIVE SUMMARY

Eyewear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 13 Sales of Eyewear by Category: Volume 2017-2022

Table 14 Sales of Eyewear by Category: Value 2017-2022

Table 15 Sales of Eyewear by Category: % Volume Growth 2017-2022

Table 16 Sales of Eyewear by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Eyewear: % Value 2017-2021

Table 18 LBN Brand Shares of Eyewear: % Value 2018-2021

Table 19 Distribution of Eyewear by Format: % Value 2017-2022

Table 20 Forecast Sales of Eyewear by Category: Volume 2022-2027

Table 21 Forecast Sales of Eyewear by Category: Value 2022-2027

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Table 22 □Forecast Sales of Eyewear by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Eyewear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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