

## **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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Euromonitor International  
June 2022

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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  
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