

Spectacles in Thailand

Market Direction | 2022-07-01 | 18 pages | Euromonitor

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Report description:

As COVID-19 fears soften and consumers start to come out of home seclusion retailers are focusing on offering enhanced services and an improved atmosphere to attract consumers back into stores. For example, many optical goods stores are attempting to upgrade their stores by adding coffee shops (inspired by the cafe hopping trend among the younger generations). This allows their customers to relax while they wait for an appointment or for the preparation of their new pair of spectacles. For examp...

Euromonitor International's Spectacles in Thailand 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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In-store cafes and brand ambassadors two big trends in spectacles

Leading players turn to promotions to attract sales

New product development and innovation remains rife, driven by an increasingly digital world

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New innovations expected in both the products and services on offer as the competition grows

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