

## **Eyewear in the Netherlands**

Market Direction | 2022-07-04 | 38 pages | Euromonitor

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### **Report description:**

Eyewear will continue to recover from the negative effects of the pandemic in 2022, seeing overall healthy single-digit volume and value growth. Despite the country continuing to be impacted by some restrictions at the start of the year, the reopening of foodservice venues and non-essential stores positively influenced shopping behaviours, with more consumers feeling more confident venturing outside of the home. Although eyewear is considered an essential product for the Dutch (with optical good...

Euromonitor International's Eyewear in Netherlands 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.

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Manufacturers launch new products and campaigns to combat myopia in children

#### PROSPECTS AND OPPORTUNITIES

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## SUNGLASSES IN THE NETHERLANDS

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#### 2022 DEVELOPMENTS

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#### PROSPECTS AND OPPORTUNITIES

Rising sales of sunglasses expected via e-commerce thanks to price discounts and convenience factor  
 Sunglasses players to ramp up advertising to build brand awareness

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