

## Spectacles in Turkey

Market Direction | 2022-07-11 | 18 pages | Euromonitor

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### Report description:

Spectacles will continue to see growing demand in 2022 due to the soaring myopia rates in the country. The age at which this condition is diagnosed is getting younger due to more children and adolescents spending excessive amounts of time in front of a computer, laptop, or smartphone screen. In the early phases of the pandemic, there were school closures to limit the spread of the virus. As such, most children were educated at home with classes given virtually. With some parents remaining wary of...

Euromonitor International's Spectacles in Turkey 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.

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Lens coatings are becoming more common in spectacle lenses

Leading players launch new technologies to maintain top positions

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Steadily accelerating growth rates expected thanks to increasing proportion of eye problems in the population

New product developments set to address pandemic-triggered problems

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