

Spectacles in Romania

Market Direction | 2022-09-02 | 18 pages | Euromonitor

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Report description:

Spectacles will also register double-digit value growth in 2022, making a full recovery to pre-pandemic sales levels. This performance is driven by spectacle frames and spectacle lenses, with some consumers who previously used to wear contact lenses shifting to spectacles for hygiene reasons. In addition, the increased amount of time spent staring at screens during the pandemic has led to exacerbated or new vision problems, leading to some consumers needing a new prescription and new spectacles.

Euromonitor International's Spectacles in Romania 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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SPECTACLES IN ROMANIA

KEY DATA FINDINGS

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Positive performance driven by spectacle frames and spectacle lenses

Demand for luxury spectacles continues to grow, driving value growth

Design matters more to Romanians as they seek fashionable, stylish options

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Strong performance expected with fashion influences to drive quality purchases

Growth anticipated for e-commerce as retailers expand ranges and offer free returns

Competitive landscape to remain fragmented as promotional push intensifies

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