

Spectacles in South Africa

Market Direction | 2022-10-21 | 18 pages | Euromonitor

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Report description:

Spectacles has continued on the path to recovery in 2022 after a partial recovery in 2021. COVID-19 had a big impact on sales in 2020 and while the pandemic situation has improved greatly, with the government lifting all remaining restrictions in June 2022, the country continues to experience high levels of unemployment and a challenging economy. Despite this price sensitivity, as consumers have returned to relative normality, including returning to educational institutions and the workplace, th...

Euromonitor International's Spectacles in South Africa 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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South Africa remains a price-sensitive market

Increasing use of digital devices stimulates demand and innovation

Charitable initiatives provide support in a challenging economy, while retailers look to win over consumers with promotions and financing

PROSPECTS AND OPPORTUNITIES

Dependency on digital devices should benefit sales of spectacles

Demand for affordable readymade reading glasses set to continue growing

International players continue to lead spectacles, but affordability is likely to become increasingly important over the forecast period

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