

Eyewear in Germany

Market Direction | 2022-11-10 | 35 pages | Euromonitor

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Report description:

After seeing a significant decline in 2020 due to COVID-19, eyewear started its recovery process in 2021, and this is expected to continue in 2022, with similar healthy single-digit current value growth. However, despite the strong bounce-back in 2021 and 2022, full recovery, when sales of eyewear return to the pre-pandemic level, is not expected until 2023. Although spectacles is set to recover its 2019 level of sales in 2022, sunglasses is expected to take slightly longer to recover, as this c...

Euromonitor International's Eyewear in Germany 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.

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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 E-commerce set to gain even more importance

CATEGORY DATA

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