

## **Eyewear in Italy**

Market Direction | 2023-05-19 | 37 pages | Euromonitor

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### **Report description:**

Italian eyewear is projected to record single-digit growth in current value terms in 2023. Eyewear saw a quick recovery after the decline seen in 2020 due to the COVID-19 pandemic. Value sales returned to pre-pandemic levels in 2021 with this being followed by more stable growth in 2022 as life began returning to relative normality thanks to the easing of restrictions. 2023 has been a challenging year for many Italians with high inflation putting further pressure on disposable income. As a resul...

Euromonitor International's Eyewear in Italy report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), 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 2027 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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Despite challenges contact lenses is set to be the best performer in eyewear in 2023

Disposable daily lenses continue to drive growth despite increasing price sensitivity

New contact lenses target the digital age and those with an astigmatism

##### PROSPECTS AND OPPORTUNITIES

Contact lenses will continue to be the aesthetic choice of a growing number of Italians while comfort will be a key focus of new product development

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#### PROSPECTS AND OPPORTUNITIES

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## SUNGLASSES IN ITALY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

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 Luxottica confirms its leadership, followed by Kering Eyewear

#### PROSPECTS AND OPPORTUNITIES

Sunglasses should benefit from the gradual recovery of consumer purchasing power and tourism  
 Retail e-commerce set to continue gaining share as leading players invest in expanding and improving their online offer and

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