

Spectacles in Italy

Market Direction | 2023-05-19 | 20 pages | Euromonitor

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Report description:

Sales of spectacles are set to see only moderate growth in current value terms in 2023, with growth being curbed by the low purchasing power of many Italians. Due to the impact of high inflation on the cost of living many people are being forced to limit or postpone non-essential purchases and in some cases this includes postponing the renewal of spectacles, unless considered absolutely necessary. Sales of spectacles soared in 2021 as optical goods stores began to reopen as normal and the market...

Euromonitor International's Spectacles 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: 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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Table of Contents:

Spectacles in Italy
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List Of Contents And Tables

SPECTACLES IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales of spectacles set to stagnate as Italians postpone unnecessary expenditure in 2023

Little change in the competitive landscape with spectacle lenses remaining key to growth

Spectacle lenses continues to benefit from new product launches and innovation

PROSPECTS AND OPPORTUNITIES

Spectacles set to profit from the growing importance being placed on eye health and the rise in myopia cases

Presbyopia rates to rise which should boost demand for progressive lenses

Despite its limited distribution share retail e-commerce still has strong growth potential in spectacles

CATEGORY DATA

Table 1 Sales of Spectacles by Category: Volume 2018-2023

Table 2 Sales of Spectacles by Category: Value 2018-2023

Table 3 Sales of Spectacles by Category: % Volume Growth 2018-2023

Table 4 Sales of Spectacles by Category: % Value Growth 2018-2023

Table 5 Sales of Spectacle Lenses by Type: % Value 2018-2023

Table 6 NBO Company Shares of Spectacles: % Value 2018-2022

Table 7 LBN Brand Shares of Spectacles: % Value 2019-2022

Table 8 Distribution of Spectacles by Format: % Value 2018-2023

Table 9 Forecast Sales of Spectacles by Category: Volume 2023-2028

Table 10 □Forecast Sales of Spectacles by Category: Value 2023-2028

Table 11 □Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

EYEWEAR IN ITALY

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 13 Sales of Eyewear by Category: Volume 2018-2023

Table 14 Sales of Eyewear by Category: Value 2018-2023

Table 15 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 16 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Eyewear: % Value 2018-2022

Table 18 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 19 Distribution of Eyewear by Format: % Value 2018-2023

Table 20 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 21 Forecast Sales of Eyewear by Category: Value 2023-2028

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Table 22 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

Spectacles in Italy

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