

Spectacles in the Netherlands

Market Direction | 2023-05-17 | 18 pages | Euromonitor

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Report description:

Spectacles is a significant category in the Netherlands as over 50% of Dutch adults wear spectacles due to digital lifestyles and extensive screen exposure, and an ageing population. Manufacturers are addressing vision problems resulting from increased screen time with new products. EssilorLuxottica, for instance, introduced Eyezen Start, which is presented as the first optimised lenses designed specifically for people who spend a lot of time working with screens as it contains UV and blue light...

Euromonitor International's Spectacles in Netherlands 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.

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Euromonitor International
May 2023

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Manufacturers address increased screen time

Payment deferral schemes and e-commerce growth

Seiko uses influencers to target a younger audience

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