

Eyewear in Australia

Market Direction | 2023-05-25 | 34 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

Report description:

Demand for eyewear continues to grow in 2023 following several challenging years in Australia during pandemic-induced lockdowns; while demand for contact lenses remained strong during this difficult period (driven by repeat purchases online), sales of spectacles and sunglasses declined. Following the easing of lockdowns and various restrictions, Australians are now able to freely return to optical goods stores for eye tests and have new spectacles or contact lenses fitted. The reopening of the l...

Euromonitor International's Eyewear in Australia 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Eyewear in Australia
Euromonitor International
May 2023

List Of Contents And Tables

EYEWEAR IN AUSTRALIA

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

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

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

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

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

Table 5 NBO Company Shares of Eyewear: % Value 2018-2022

Table 6 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 7 Distribution of Eyewear by Format: % Value 2018-2023

Table 8 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 9 Forecast Sales of Eyewear by Category: Value 2023-2028

Table 10 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CONTACT LENSES AND SOLUTIONS IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer preferences continue to shift towards daily disposable lenses (DD)

Sales of contact lens solutions continue to decline

Optical goods stores maintains position as dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Myopia control will be increasingly important trend within local eyewear

The form and function offered by contact lenses

E-commerce set to gain further share from optical goods stores

CATEGORY DATA

Table 12 Sales of Contact Lenses by Category: Volume 2018-2023

Table 13 Sales of Contact Lenses by Category: Value 2018-2023

Table 14 Sales of Contact Lenses by Category: % Volume Growth 2018-2023

Table 15 Sales of Contact Lenses by Category: % Value Growth 2018-2023

Table 16 Sales of Contact Lens Solutions: Value 2018-2023

Table 17 Sales of Contact Lens Solutions: % Value Growth 2018-2023

Table 18 Sales of Contact Lenses by Type: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023
 Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023
 Table 21 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023
 Table 22 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023
 Table 23 □NBO Company Shares of Contact Lenses: % Value 2018-2022
 Table 24 □LBN Brand Shares of Contact Lenses: % Value 2019-2022
 Table 25 □Distribution of Contact Lenses by Format: % Value 2018-2023
 Table 26 □Distribution of Contact Lens Solutions by Format: % Value 2018-2023
 Table 27 □Forecast Sales of Contact Lenses by Category: Volume 2023-2028
 Table 28 □Forecast Sales of Contact Lenses by Category: Value 2023-2028
 Table 29 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028
 Table 30 □Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028
 Table 31 □Forecast Sales of Contact Lens Solutions: Value 2023-2028
 Table 32 □Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

SPECTACLES IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Greater exposure to blue light sustains demand for spectacles
 Specsavers consolidates leadership of spectacle lenses in 2022
 E-commerce goes from strength to strength

PROSPECTS AND OPPORTUNITIES

Australians' vision expected to deteriorate further, supporting future category growth
 Tight household budgets may cause a shift in consumer choice
 Fashion and style should be a key consideration for brands of spectacle frames

CATEGORY DATA

Table 33 Sales of Spectacles by Category: Volume 2018-2023
 Table 34 Sales of Spectacles by Category: Value 2018-2023
 Table 35 Sales of Spectacles by Category: % Volume Growth 2018-2023
 Table 36 Sales of Spectacles by Category: % Value Growth 2018-2023
 Table 37 Sales of Spectacle Lenses by Type: % Value 2018-2023
 Table 38 NBO Company Shares of Spectacles: % Value 2018-2022
 Table 39 LBN Brand Shares of Spectacles: % Value 2019-2022
 Table 40 Distribution of Spectacles by Format: % Value 2018-2023
 Table 41 Forecast Sales of Spectacles by Category: Volume 2023-2028
 Table 42 □Forecast Sales of Spectacles by Category: Value 2023-2028
 Table 43 □Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028
 Table 44 □Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

SUNGLASSES IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improving demand for sunglasses post-lockdown
 Fashion a vital consideration in the purchasing decision
 Financial independence of women influences brand messaging

PROSPECTS AND OPPORTUNITIES

Greater potential for prescription sunglasses which address myopia
 Incorporating sustainability into product design
 Return of tourists a potential boon for sunglass manufacturers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

CATEGORY DATA

Table 45 Sales of Sunglasses: Volume 2018-2023

Table 46 Sales of Sunglasses: Value 2018-2023

Table 47 Sales of Sunglasses: % Volume Growth 2018-2023

Table 48 Sales of Sunglasses: % Value Growth 2018-2023

Table 49 NBO Company Shares of Sunglasses: % Value 2018-2022

Table 50 LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 51 Distribution of Sunglasses by Format: % Value 2018-2023

Table 52 Forecast Sales of Sunglasses: Volume 2023-2028

Table 53 Forecast Sales of Sunglasses: Value 2023-2028

Table 54 □Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 55 □Forecast Sales of Sunglasses: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Eyewear in Australia

Market Direction | 2023-05-25 | 34 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1000.00
	Multiple User License (1 Site)	€2000.00
	Multiple User License (Global)	€3000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-07
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com