

Eyewear in China

Market Direction | 2023-05-24 | 33 pages | Euromonitor

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Report description:

Following the ending of China's "zero-Covid" policy, overall eyewear is returning to positive growth in 2023, accompanied by a resumption of supply chain and offline activities. On the one hand, the demand that was not met in 2022, due to trade restrictions and lockdowns, has been released in 2023, especially within spectacles, where purchases are highly dependent on offline optical goods stores and other services. On the other hand, the growing concern for eye health is also contributing to the...

Euromonitor International's Eyewear in China 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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Bolder use of colour and shape

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