

Eyewear in Spain

Market Direction | 2023-05-24 | 35 pages | Euromonitor

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Report description:

Eyewear in Spain is returning to pre-pandemic patterns in 2023. The end of all COVID-19 related restrictions in the country has resulted in Spanish consumers re-embracing their out-of-home lifestyles, returning to the office and, once again, taking up social activities. As a result, sunglasses and contact lenses have benefited from this renewed social interaction and activity. However, this is all set against a backdrop of inflationary pressures and an uncertain socioeconomic framework, which is...

Euromonitor International's Eyewear in Spain 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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Reopening of society and resumption of tourism support sales of sunglasses
Affordable fashion brands are in demand among budget-conscious consumers
Ray-Ban maintains its lead through ongoing multi-channel expansion

PROSPECTS AND OPPORTUNITIES

Depressed economy will restrict sales, while consumers choose cheaper brands
Ongoing innovations expected over the forecast period, with competition coming from photochromatic lenses and clip-on models
Sunglasses still has scope for growth, due to growing education and potential decline of illegal channel trade

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