

## **Eyewear in Turkey**

Market Direction | 2023-05-23 | 32 pages | Euromonitor

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### **Report description:**

With travel starting to normalise across the world, sales of eyewear continue to rise in 2023, with tourist numbers increasing in Turkey, especially from Germany, France and England. Tourists are boosting retail value and volume sales, as many purchase spectacles and sunglasses in Turkey, appreciating the lower price points in addition, while retail volume growth is positive, retail value growth remains elevated due to rising unit prices, leading to double-digit current retail value growth in al...

Euromonitor International's Eyewear in Turkey 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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## **Table of Contents:**

Eyewear in Turkey  
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List Of Contents And Tables

### **EYEWEAR IN TURKEY**

#### **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 TURKEY**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Contact lenses consumption grows as users choose them over spectacles

The convenience of daily disposable lenses leads to a strong performance

Johnson & Johnson increases its lead thanks to constant innovation

#### **PROSPECTS AND OPPORTUNITIES**

Contact lenses witness positive growth driven by daily disposable lenses

Increasing demand for hydration and comfort as dry eye syndrome rises

Laser eye surgery is an ongoing threat to contact lenses

#### **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

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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 TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail value sales recover as consumers seek additional benefits  
 Increasing rates of myopia in Turkey boosts retail volume sales  
 Leading players focus on new technologies to appeal to consumers

#### PROSPECTS AND OPPORTUNITIES

Increasing awareness of eye conditions will continue to be a growth driver  
 Retailers offer an omnichannel strategy to widen their appeal  
 Consumers demand products aligned with rising social and sustainable concerns

### 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 TURKEY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic uncertainty creates spending polarisation in sunglasses  
 Independent stores fail to compete against chain stores offering aggressive discounts  
 Sustainability shapes new product launches on the landscape

#### PROSPECTS AND OPPORTUNITIES

Economic instability and high inflation rates will restrain retail volume sales  
 Demand for children's sunglasses is expected to increase further  
 Increased polarisation of spending on the sunglasses landscape

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#### 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

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