

Spectacles in Brazil

Market Direction | 2023-05-29 | 20 pages | Euromonitor

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Report description:

Local consumers returned to physical stores on a more regular basis following the easing of restrictions in Brazil, supporting significant growth of eyewear in 2022. This trend continues in 2023, as the local population generally feels safer spending time outside of the home. Optical goods stores are benefiting as consultations with ophthalmologists increase and consumers review their eyewear needs, including for spectacles. However, players need to be aware that Brazilians and their behaviour h...

Euromonitor International's Spectacles in Brazil 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.

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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SPECTACLES IN BRAZIL

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Despite price increases and consumers' changing perspective, spectacles shows resilience

Trading down enables mid-priced segment to gain traction

Omnichannel approach and flagship stores gain in popularity with consumers

PROSPECTS AND OPPORTUNITIES

Low-income consumer segment set to grow, but regulations regarding ophthalmologists will continue over the forecast period

Sustainability to drive new development, 3D glasses to become increasingly popular

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