

## **Eyewear in Poland**

Market Direction | 2023-06-12 | 34 pages | Euromonitor

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### **Report description:**

Total volume sales growth for eyewear in Poland in 2023 looks set to be slower than in the previous year. This is partly attributable to the normalisation of demand following the impressive rebound that accompanied the easing of the pandemic and the ending of associated restrictions over 2021-2022. However, the downturn also reflects heightened budget-consciousness and reduced purchasing power amidst the surge in inflation fuelled by the global recovery from COVID-19, the fallout of Russia's inv...

Euromonitor International's Eyewear in Poland 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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#### PROSPECTS AND OPPORTUNITIES

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 Children's sunglasses set to benefit from rising health awareness among Poles  
 Growing perception of sunglasses as fashion accessories should boost volume sales

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