

## **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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## Table of Contents:

Eyewear in Poland  
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### List Of Contents And Tables

#### EYEWEAR IN POLAND

##### 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 POLAND

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Demand for daily disposable lenses remains robust despite slowdown

Global giants continue to dominate contact lenses and solutions

Optical goods stores regain some ground but e-commerce continues to dominate

##### PROSPECTS AND OPPORTUNITIES

Population ageing and digital screen use will boost demand for multifocal lenses

Eye health awareness campaigns should continue to support category expansion

Use of contact lenses set to remain highest among younger Poles

##### 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 POLAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Spectacle lenses is the most dynamic category in volume growth terms  
Distribution continues to be heavily concentrated in optical goods stores  
Leading multinationals face more intense competition from local brands

#### PROSPECTS AND OPPORTUNITIES

Rising cost of living and supply chain disruption will temper volume growth potential  
Interest in more technologically advanced spectacle lenses set to remain strong  
Value share of e-commerce expected to increase gradually

#### 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 POLAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for sunglasses remains resilient despite challenging economic conditions  
Sustainability concerns continue to shape consumer choices and brand strategies  
Growing adoption of virtual mirrors bolsters online sales

#### PROSPECTS AND OPPORTUNITIES

Customisation and sustainability trends will stimulate wider use of 3D printing  
Children's sunglasses set to benefit from rising health awareness among Poles  
Growing perception of sunglasses as fashion accessories should boost volume sales

## 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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