

Spectacles in Poland

Market Direction | 2023-06-12 | 18 pages | Euromonitor

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Report description:

Spectacle lenses is projected to be the best performing spectacles category in Poland in volume growth terms in 2023. As with contact lenses, sales of these products remain buoyant due to the rising incidence of vision problems linked to population ageing and the increasing use of digital screens among people of all ages. In particular, the latter trend has continued to strengthen interest in specialised varieties with blue light filters that claim to protect against digital eye strain and relat...

Euromonitor International's Spectacles 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: 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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Distribution continues to be heavily concentrated in optical goods stores

Leading multinationals face more intense competition from local brands

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