

## **Spectacles in Romania**

Market Direction | 2023-06-16 | 17 pages | Euromonitor

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### **Report description:**

The performance of spectacles in Romania has been consistently impressive, surpassing expectations and maintaining value, despite the challenges of high inflation. This indicates that Romanians prioritise quality when it comes to choosing their spectacles, as, despite the economic landscape, they remain willing to invest a higher amount into spectacles to ensure the durability and quality of the product. This positive performance on the landscape is driven by spectacle frames and spectacle lenses...

Euromonitor International's Spectacles in Romania 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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## **Table of Contents:**

Spectacles in Romania  
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List Of Contents And Tables

### **SPECTACLES IN ROMANIA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Strong retail value sales as consumers invest, despite the economic landscape

The shape and style of spectacles is increasingly important for consumers

Both luxury and private label players drive growth on the spectacles landscape

#### **PROSPECTS AND OPPORTUNITIES**

Strong performance as fashion and style continues to drive quality purchases

Social media and e-commerce will increasingly drive growth on the landscape

Competitive landscape to remain fragmented as promotions intensify

#### **CATEGORY DATA**

Table 1 Sales of Spectacles by Category: Volume 2018-2023

Table 2 Sales of Spectacles by Category: Value 2018-2023

Table 3 Sales of Spectacles by Category: % Volume Growth 2018-2023

Table 4 Sales of Spectacles by Category: % Value Growth 2018-2023

Table 5 Sales of Spectacle Lenses by Type: % Value 2018-2023

Table 6 NBO Company Shares of Spectacles: % Value 2018-2022

Table 7 LBN Brand Shares of Spectacles: % Value 2019-2022

Table 8 Distribution of Spectacles by Format: % Value 2018-2023

Table 9 Forecast Sales of Spectacles by Category: Volume 2023-2028

Table 10 □Forecast Sales of Spectacles by Category: Value 2023-2028

Table 11 □Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

### **EYEWEAR IN ROMANIA**

#### **EXECUTIVE SUMMARY**

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

#### **MARKET DATA**

Table 13 Sales of Eyewear by Category: Volume 2018-2023

Table 14 Sales of Eyewear by Category: Value 2018-2023

Table 15 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 16 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Eyewear: % Value 2018-2022

Table 18 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 19 Distribution of Eyewear by Format: % Value 2018-2023

Table 20 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 21 Forecast Sales of Eyewear by Category: Value 2023-2028

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Table 22 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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