

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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Euromonitor International
June 2023

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SPECTACLES IN ROMANIA

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The shape and style of spectacles is increasingly important for consumers

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

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