

## **Eyewear in Mexico**

Market Direction | 2023-06-20 | 34 pages | Euromonitor

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### **Report description:**

Retail volume and value sales of eyewear continue to rise in Mexico, as they recover from a pandemic slump across most product categories. New product launches, the rise of digital platforms to connect with consumers, and attractive promotional prices and packages are helping to energise the demand. However, 2023 also brings further challenges to eyewear sales. Continuing inflationary pressures, the devaluation of the US dollar, and higher prices Mexicans have to pay for the basic basket of cons...

Euromonitor International's Eyewear in Mexico 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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