

Eyewear in India

Market Direction | 2023-08-09 | 36 pages | Euromonitor

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Report description:

The eyewear industry showcased good growth across all categories in 2023. The resurgence of travel, and the post-pandemic increase in outdoor activities and events, have fuelled growth for the category. After a year and a half of home seclusion, restricted travel and events, consumers started socialising, planning trips, going out for events, and indulging in sports and outdoor activities, which specifically aided the sales of categories such as sunglasses and contact lenses. Sunglasses became a...

Euromonitor International's Eyewear in India 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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 Brands collaborate with social media influencers and celebrities to aid brand visibility

PROSPECTS AND OPPORTUNITIES

Evolving economic landscape in the country is expected to favour the category
 Polarised and powered sunglasses expected to boom in demand, due to increasing dependence on digital devices
 Innovation set to drive growth in sunglasses over the forecast period

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