

Spectacles in India

Market Direction | 2023-08-09 | 19 pages | Euromonitor

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Report description:

In 2023, spectacles, comprising both spectacle lenses and frames, showcased significant growth. This growth can be attributed to the increasing number of people in India with vision correction needs. The rise in vision correction requirements can be linked to the growing usage of digital devices in various aspects of modern life. According to Euromonitor's Economies and Consumers Data, in 2023, the percentage of Indian individuals utilising paid video streaming services has increased to 65.5%, s...

Euromonitor International's Spectacles 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: 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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SPECTACLES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued positive category growth for 2023, due to increase in dependence on digital devices

Brands spread awareness of vision care in collaboration with government and non-profit organisations

Increasing perception of spectacle frames as a fashion accessory

PROSPECTS AND OPPORTUNITIES

New technological advances in devices such as smart glasses are expected to expand the horizon of the industry

Omnichannel approach is enabling eyewear brands to have multiple consumer touchpoints

Brands to focus on new launches to sustain competitiveness within the category

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