

Eyewear in Germany

Market Direction | 2023-12-14 | 34 pages | Euromonitor

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Report description:

Eyewear in Germany experienced a significant decline in 2020 due to the pandemic and subsequent home seclusion, but the industry has been in recovery mode since 2021, despite a marginal decline in volume sales in 2022. Therefore, a full return to pre-pandemic levels is not expected until early 2024, although value sales have already recovered, driven by inflation-induced price increases. While demand for spectacles has recovered, volume sales of sunglasses are likely to remain below 2019 levels...

Euromonitor International's Eyewear in Germany 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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