

## **Eyewear in Germany**

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

### **AVAILABLE LICENSES:**

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

### **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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Eyewear in Germany  
Euromonitor International  
December 2023

List Of Contents And Tables

### **EYEWEAR IN GERMANY**

#### **EXECUTIVE SUMMARY**

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

#### **MARKET DATA**

Table 1 Sales of Eyewear by Category: Volume 2018-2023

Table 2 Sales of Eyewear by Category: Value 2018-2023

Table 3 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 4 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Eyewear: % Value 2018-2022

Table 6 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 7 Distribution of Eyewear by Format: % Value 2018-2023

Table 8 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 9 Forecast Sales of Eyewear by Category: Value 2023-2028

Table 10 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **CONTACT LENSES AND SOLUTIONS IN GERMANY**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Despite supply chain issues, demand for contact lenses strongly rebounds in 2023

Cosmetic lenses emerging as a growing fashion trend in Germany

Major players, led by Alcon Pharma, dominate contact lenses in 2022

#### **PROSPECTS AND OPPORTUNITIES**

Promising outlook with expected recovery after pandemic disruption

Smart contact lenses: Overcoming challenges in pursuit of promising technology

Optical goods stores and e-commerce dominate distribution with latter set for further growth

#### **CATEGORY DATA**

Table 12 Sales of Contact Lenses by Category: Volume 2018-2023

Table 13 Sales of Contact Lenses by Category: Value 2018-2023

Table 14 Sales of Contact Lenses by Category: % Volume Growth 2018-2023

Table 15 Sales of Contact Lenses by Category: % Value Growth 2018-2023

Table 16 Sales of Contact Lens Solutions: Value 2018-2023

Table 17 Sales of Contact Lens Solutions: % Value Growth 2018-2023

Table 18 Sales of Contact Lenses by Type: % Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023  
Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023  
Table 21 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023  
Table 22 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023  
Table 23 □NBO Company Shares of Contact Lenses: % Value 2018-2022  
Table 24 □LBN Brand Shares of Contact Lenses: % Value 2019-2022  
Table 25 □Distribution of Contact Lenses by Format: % Value 2018-2023  
Table 26 □Distribution of Contact Lens Solutions by Format: % Value 2018-2023  
Table 27 □Forecast Sales of Contact Lenses by Category: Volume 2023-2028  
Table 28 □Forecast Sales of Contact Lenses by Category: Value 2023-2028  
Table 29 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028  
Table 30 □Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028  
Table 31 □Forecast Sales of Contact Lens Solutions: Value 2023-2028  
Table 32 □Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

## SPECTACLES IN GERMANY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Overall recovery for spectacles despite industry challenges  
Sustainability and health drive trends despite impact of inflation  
Local chain Fielmann strengthens lead of spectacles as Carl Zeiss stalls and Rodenstock falters

### PROSPECTS AND OPPORTUNITIES

Positive outlook - stabilising demand post-pandemic  
3D printing can boost customisation within German eyewear  
Optical goods stores will remain relevant amid rise of e-commerce

### CATEGORY DATA

Table 33 Sales of Spectacles by Category: Volume 2018-2023  
Table 34 Sales of Spectacles by Category: Value 2018-2023  
Table 35 Sales of Spectacles by Category: % Volume Growth 2018-2023  
Table 36 Sales of Spectacles by Category: % Value Growth 2018-2023  
Table 37 Sales of Spectacle Lenses by Type: % Value 2018-2023  
Table 38 NBO Company Shares of Spectacles: % Value 2018-2022  
Table 39 LBN Brand Shares of Spectacles: % Value 2019-2022  
Table 40 Distribution of Spectacles by Format: % Value 2018-2023  
Table 41 Forecast Sales of Spectacles by Category: Volume 2023-2028  
Table 42 □Forecast Sales of Spectacles by Category: Value 2023-2028  
Table 43 □Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028  
Table 44 □Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

## SUNGLASSES IN GERMANY

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Improving consumer confidence drives sales of sunglasses in Germany  
Eco-friendly trends in 2023  
Luxottica Germany leads sunglasses, while Fielmann and Safilo face challenges

### PROSPECTS AND OPPORTUNITIES

Stable volume growth for sunglasses over the forecast period  
Sporty and stylish: The rise of athleisure sunglasses in Germany  
Rapid rise of e-commerce: Sunglass sales to increasingly shift online

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

#### CATEGORY DATA

Table 45 Sales of Sunglasses: Volume 2018-2023

Table 46 Sales of Sunglasses: Value 2018-2023

Table 47 Sales of Sunglasses: % Volume Growth 2018-2023

Table 48 Sales of Sunglasses: % Value Growth 2018-2023

Table 49 NBO Company Shares of Sunglasses: % Value 2018-2022

Table 50 LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 51 Distribution of Sunglasses by Format: % Value 2018-2023

Table 52 Forecast Sales of Sunglasses: Volume 2023-2028

Table 53 Forecast Sales of Sunglasses: Value 2023-2028

Table 54 □Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 55 □Forecast Sales of Sunglasses: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Eyewear in Germany

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

| Select license | License                        | Price    |
|----------------|--------------------------------|----------|
|                | Single User Licence            | €1000.00 |
|                | Multiple User License (1 Site) | €2000.00 |
|                | Multiple User License (Global) | €3000.00 |
|                |                                | VAT      |
|                |                                | Total    |

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

|               |                      |                               |   |
|---------------|----------------------|-------------------------------|---|
| Email*        | <input type="text"/> | Phone*                        | <input type="text"/>                    |
| First Name*   | <input type="text"/> | Last Name*                    | <input type="text"/>                    |
| Job title*    | <input type="text"/> |                               |   |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/>                    |
| Address*      | <input type="text"/> | City*                         | <input type="text"/>                    |
| Zip Code*     | <input type="text"/> | Country*                      | <input type="text"/>                    |
|               |                      | Date                          | <input type="text" value="2026-02-12"/> |
|               |                      | Signature                     | <input type="text"/>                    |

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com