

## **Eyewear in Turkey**

Market Direction | 2024-05-28 | 32 pages | Euromonitor

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### **Report description:**

Eyewear in Turkey has been in recovery since 2021, but a full return to pre-pandemic levels in volume terms is not expected until the second half of the forecast period. Sales have already recovered in current value terms, but this has largely driven by inflation-induced price increases. These prices have had a negative impact on demand, with some consumers unable to afford to replace their eyewear as frequently as they need or want to.

Euromonitor International's Eyewear in Turkey report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), 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 2028 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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