

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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Table of Contents:

Eyewear in Turkey
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List Of Contents And Tables

EYEWEAR IN TURKEY

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 1 Sales of Eyewear by Category: Volume 2019-2024

Table 2 Sales of Eyewear by Category: Value 2019-2024

Table 3 Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 4 Sales of Eyewear by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Eyewear: % Value 2019-2023

Table 6 LBN Brand Shares of Eyewear: % Value 2020-2023

Table 7 Distribution of Eyewear by Format: % Value 2019-2024

Table 8 Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 9 Forecast Sales of Eyewear by Category: Value 2024-2029

Table 10 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CONTACT LENSES AND SOLUTIONS IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Daily disposable lenses (DD) leads sales due to comfort and convenience

Competitive landscape remains highly-concentrated

E-commerce continues to expand thanks to value and convenience

PROSPECTS AND OPPORTUNITIES

Growth set to be supported by anti-blue-light products and daily disposable lenses (DD)

Sales of multifocal daily disposable lenses (DD) could benefit from ageing population

Myopia control contact lenses could gain a bigger audience in Turkey

CATEGORY DATA

Table 12 Sales of Contact Lenses by Category: Volume 2019-2024

Table 13 Sales of Contact Lenses by Category: Value 2019-2024

Table 14 Sales of Contact Lenses by Category: % Volume Growth 2019-2024

Table 15 Sales of Contact Lenses by Category: % Value Growth 2019-2024

Table 16 Sales of Contact Lens Solutions: Value 2019-2024

Table 17 Sales of Contact Lens Solutions: % Value Growth 2019-2024

Table 18 Sales of Contact Lenses by Type: % Value 2019-2024

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Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024

Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024

Table 21 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024

Table 22 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024

Table 23 □NBO Company Shares of Contact Lenses: % Value 2019-2023

Table 24 □LBN Brand Shares of Contact Lenses: % Value 2020-2023

Table 25 □Distribution of Contact Lenses by Format: % Value 2019-2024

Table 26 □Distribution of Contact Lens Solutions by Format: % Value 2019-2024

Table 27 □Forecast Sales of Contact Lenses by Category: Volume 2024-2029

Table 28 □Forecast Sales of Contact Lenses by Category: Value 2024-2029

Table 29 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029

Table 31 □Forecast Sales of Contact Lens Solutions: Value 2024-2029

Table 32 □Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

SPECTACLES IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth remains stable as demand for progressive lenses increases

EssilorLuxottica remains the undisputed leader

Myopia control spectacle lenses on the rise

PROSPECTS AND OPPORTUNITIES

Opportunities for significant growth remain

Bright future for myopia control spectacle lenses

Polarisation of demand likely to continue due to challenging economic conditions

CATEGORY DATA

Table 33 Sales of Spectacles by Category: Volume 2019-2024

Table 34 Sales of Spectacles by Category: Value 2019-2024

Table 35 Sales of Spectacles by Category: % Volume Growth 2019-2024

Table 36 Sales of Spectacles by Category: % Value Growth 2019-2024

Table 37 Sales of Spectacle Lenses by Type: % Value 2019-2024

Table 38 NBO Company Shares of Spectacles: % Value 2019-2023

Table 39 LBN Brand Shares of Spectacles: % Value 2020-2023

Table 40 Distribution of Spectacles by Format: % Value 2019-2024

Table 41 Forecast Sales of Spectacles by Category: Volume 2024-2029

Table 42 □Forecast Sales of Spectacles by Category: Value 2024-2029

Table 43 □Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029

Table 44 □Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

SUNGLASSES IN TURKEY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic instability and high inflation puts pressure on retail volume sales in 2024

Increase in tourism benefits sales while health-conscious parents invest in sunglasses for their children

Sustainability having a growing influence on sunglasses?

PROSPECTS AND OPPORTUNITIES

Athleisure trend expected to influence demand for sunglasses

Demand for Ray-Ban meta smart glasses

E-commerce expected to become an increasingly important channel for sunglasses

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CATEGORY DATA

Table 45 Sales of Sunglasses: Volume 2019-2024

Table 46 Sales of Sunglasses: Value 2019-2024

Table 47 Sales of Sunglasses: % Volume Growth 2019-2024

Table 48 Sales of Sunglasses: % Value Growth 2019-2024

Table 49 NBO Company Shares of Sunglasses: % Value 2019-2023

Table 50 LBN Brand Shares of Sunglasses: % Value 2020-2023

Table 51 Distribution of Sunglasses by Format: % Value 2019-2024

Table 52 Forecast Sales of Sunglasses: Volume 2024-2029

Table 53 Forecast Sales of Sunglasses: Value 2024-2029

Table 54 □Forecast Sales of Sunglasses: % Volume Growth 2024-2029

Table 55 □Forecast Sales of Sunglasses: % Value Growth 2024-2029

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