

Spectacles in Argentina

Market Direction | 2024-05-29 | 16 pages | Euromonitor

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Report description:

Spectacles is the only eyewear product in Argentina that is expected to see volume sales increase in 2024. The essentialness of spectacles supports volume sales. That being said, continuing high inflation is expected to result in a significant fall in constant value sales, as profit margins continue to be squeezed. Consumers also trade down, in light of continuing rising prices, with more affordable and non-branded offerings selling well.

Euromonitor International's Spectacles in Argentina 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: 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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