

Spectacles in Turkey

Market Direction | 2024-05-28 | 17 pages | Euromonitor

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Report description:

Overall growth in spectacles is set to remain steady if moderate in retail volume terms throughout 2024 fuelled by rising demand for progressive lenses. Demand for progressive spectacle lenses is being driven by Turkey's ageing population, coupled with a surge in myopia cases linked to increased usage of digital screens. Turkish consumers have taken to visiting an optometrist more frequently which has increased the demand for progressive lenses. Sales of progressive lenses are also very dependen...

Euromonitor International's Spectacles 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: 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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