

## **Eyewear in India**

Market Direction | 2024-06-05 | 37 pages | Euromonitor

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### **Report description:**

Eyewear in India is set to demonstrate double-digit current value growth in 2024, owing to the strong traction for categories such as daily disposable contact lenses and sunglasses. Notably, consumer perceptions regarding eyewear have undergone a significant transformation, evolving from mere vision correction tools, to essential fashion accessories. This reflects a growing awareness amongst consumers regarding both the aesthetic appeal and functional benefits offered by eyewear products.

Euromonitor International's Eyewear in India 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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### PROSPECTS AND OPPORTUNITIES

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 Omnichannel retail strategies expected to drive growth  
 Tech-infused sunglasses offer an opportunity for new players

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