

Eyewear in Romania

Market Direction | 2024-06-06 | 32 pages | Euromonitor

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Report description:

Although eyewear in Romania is set to expand in total volume and current value sales terms in 2024, growth rates are expected to be weaker than those recorded in 2023. The downturn is mainly explained by stubbornly high inflation, which continues to drive up unit prices and erode confidence and purchasing power among consumers. These conditions have made many people inclined to rein in spending, including by postponing eyewear purchases unless absolutely necessary and favouring more affordable o...

Euromonitor International's Eyewear in Romania 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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Interest in products offering superior protection from UV rays expected to increase
Value share of e-commerce set to continue rising

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