

Eyewear in Romania

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

AVAILABLE LICENSES:

- Single User Licence €1000.00
- Multiple User License (1 Site) €2000.00
- Multiple User License (Global) €3000.00

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Eyewear in Romania
Euromonitor International
June 2024

List Of Contents And Tables

EYEWEAR IN ROMANIA

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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Use of contact lenses still heavily concentrated among younger demographics

Daily disposable lenses remain by far the most popular type in Romania

Recommendations from eye health specialists continue to shape consumer choices

PROSPECTS AND OPPORTUNITIES

Population ageing and rising image-consciousness set to remain key demand drivers

Innovation and educational campaigns will encourage wider use of contact lenses

Further distribution gains expected for the e-commerce channel

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Current value growth remains robust despite falling volume sales
Spectacle frames with more fashionable designs continue to gain popularity
Consumers show growing interest in specialised spectacle lenses for myopia control

PROSPECTS AND OPPORTUNITIES

Demand for spectacle lenses and frames set to increase steadily
Declining trend in readymade reading glasses volume sales expected to persist
E-commerce will continue to gain importance as a distribution channel for spectacles

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 ROMANIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health- and image-consciousness ensure demand remains buoyant
Fast fashion brands continue to gain popularity among younger Romanians
Luxottica Group maintains its leading position

PROSPECTS AND OPPORTUNITIES

Outlook for sunglasses remains bright
Interest in products offering superior protection from UV rays expected to increase
Value share of e-commerce set to continue rising

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Eyewear in Romania

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1000.00
	Multiple User License (1 Site)	€2000.00
	Multiple User License (Global)	€3000.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-13"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com