

## **Eyewear in South Africa**

Market Direction | 2024-06-07 | 33 pages | Euromonitor

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### **Report description:**

Demand for eyewear in South Africa continues to rise, despite the rising cost of living. Many local consumers are struggling financially and are prioritising certain goods over others. Additionally, South Africans are becoming more strategic in terms of how they are spending their money. Hence, eyewear categories such as sunglasses remain discretionary purchases and considered non-essential, with some consumers only purchasing them when they are on promotion.

Euromonitor International's Eyewear in South Africa 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.

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## Table of Contents:

Eyewear in South Africa  
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List Of Contents And Tables

### EYEWEAR IN SOUTH AFRICA

#### 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 SOUTH AFRICA

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Contact lenses driven by younger consumers in South Africa

Rising expense of contact lenses pressures local consumers

Private label offers more affordable contact lenses

#### PROSPECTS AND OPPORTUNITIES

South Africans will continue to purchase contact lenses as a lifestyle choice

Consumers increasingly consider LASIK eye surgery

Consumers increasingly turn to e-commerce to purchase contact lenses

#### 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

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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 SOUTH AFRICA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Spectacles remain a priority for consumers despite economic hardship  
Consumers seek more affordable options when purchasing spectacles  
Increasing number of consumers rely on government initiatives for spectacles

##### PROSPECTS AND OPPORTUNITIES

Outsourcing spectacle frames from China likely to gain greater momentum  
Specsavers offers children free spectacles  
Consumers will continue to predominantly buy spectacles from optical goods stores

##### 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 SOUTH AFRICA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Most local consumers refrain from purchasing sunglasses in economic climate  
Luxury sunglasses are only purchased when on promotion  
Consumers move online to find competitive prices from overseas platforms

##### PROSPECTS AND OPPORTUNITIES

Influx of tourists to South Africa could benefit luxury sunglasses  
Sunglass Hut expands its reach via Woolworths  
Bash online offers consumers both mass and luxury sunglasses

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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

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