

Spectacles in Romania

Market Direction | 2024-06-06 | 17 pages | Euromonitor

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Report description:

Spectacles in Romania is set to see total volume sales contract for a third consecutive year in 2024, with the rate of decline expected to be slightly steeper than in 2023. Overall demand continues to be depressed by high inflation, in that rising prices and the erosion of purchasing power are discouraging consumers from buying new spectacle lenses, frames and readymade reading glasses unless those they already own have been broken, lost or are no longer sufficient for their needs. Despite falli...

Euromonitor International's Spectacles 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: 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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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

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