

Contact Lenses and Solutions in Italy

Market Direction | 2024-06-12 | 23 pages | Euromonitor

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Report description:

Contact lenses is set to see mid-single digit growth in current value terms in Italy in 2024, continuing the trend from the previous year, with the category being the most dynamic within eyewear. Growth in the category will be supported by Italians returning to more active lifestyles, including working more from the office, fuelling an increased usage of contact lenses. Growth is expected to be mainly driven by daily disposable lenses (DD), which, in 2024, will account for more than 92% of conta...

Euromonitor International's Contact Lenses and Solutions in Italy 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 Lens Solutions, Contact 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 Contact Lenses and Solutions 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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Table of Contents:

Contact Lenses and Solutions in Italy
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List Of Contents And Tables

CONTACT LENSES AND SOLUTIONS IN ITALY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Daily disposable lenses category drives overall growth in contact lenses

Companies foster premiumisation by prioritising next generation products

Private label grows by attracting money-squeezed consumers

PROSPECTS AND OPPORTUNITIES

Contact lenses expected to grow, led by daily disposable lenses category

Multifocal daily disposable lenses likely to drive growth due to ageing population

E-commerce likely to see limited growth in the coming years

CATEGORY DATA

Table 1 Sales of Contact Lenses by Category: Volume 2019-2024

Table 2 Sales of Contact Lenses by Category: Value 2019-2024

Table 3 Sales of Contact Lenses by Category: % Volume Growth 2019-2024

Table 4 Sales of Contact Lenses by Category: % Value Growth 2019-2024

Table 5 Sales of Contact Lens Solutions: Value 2019-2024

Table 6 Sales of Contact Lens Solutions: % Value Growth 2019-2024

Table 7 Sales of Contact Lenses by Type: % Value 2019-2024

Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024

Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024

Table 10 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024

Table 11 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024

Table 12 □NBO Company Shares of Contact Lenses: % Value 2019-2023

Table 13 □LBN Brand Shares of Contact Lenses: % Value 2020-2023

Table 14 □Distribution of Contact Lenses by Format: % Value 2019-2024

Table 15 □Distribution of Contact Lens Solutions by Format: % Value 2019-2024

Table 16 □Forecast Sales of Contact Lenses by Category: Volume 2024-2029

Table 17 □Forecast Sales of Contact Lenses by Category: Value 2024-2029

Table 18 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029

Table 19 □Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029

Table 20 □Forecast Sales of Contact Lens Solutions: Value 2024-2029

Table 21 □Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

EYEWEAR IN ITALY

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

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Table 22 Sales of Eyewear by Category: Volume 2019-2024
Table 23 Sales of Eyewear by Category: Value 2019-2024
Table 24 Sales of Eyewear by Category: % Volume Growth 2019-2024
Table 25 Sales of Eyewear by Category: % Value Growth 2019-2024
Table 26 NBO Company Shares of Eyewear: % Value 2019-2023
Table 27 LBN Brand Shares of Eyewear: % Value 2020-2023
Table 28 Distribution of Eyewear by Format: % Value 2019-2024
Table 29 Forecast Sales of Eyewear by Category: Volume 2024-2029
Table 30 Forecast Sales of Eyewear by Category: Value 2024-2029
Table 31 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029
Table 32 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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