

Eyewear in Australia

Market Direction | 2024-06-11 | 34 pages | Euromonitor

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Report description:

The demand for eyewear in Australia continues to grow in 2024, albeit it at a marginally slower rate compared to the previous year. Growth of contact lenses continues to be driven by daily disposable lenses (DD), which remains the preferred option for Australians due to the convenience of this format and greater awareness of eye health and hygiene, meaning that consumers do not have to be concerned with adequate storage and cleaning compared to frequent replacement or conventional lenses. Rising...

Euromonitor International's Eyewear in Australia 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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