

## **Eyewear in Italy**

Market Direction | 2024-06-12 | 42 pages | Euromonitor

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### **Report description:**

Eyewear is expected to record low single-digit growth in current value terms in Italy in 2024. Growth is set to be supported by Italian consumers' recovery in purchasing power. Indeed, most categories' volume sales are expected to see growth on the back of higher private consumption supported by the deceleration of inflation and the partial recovery in wages and employment growth. Following two years of acute inflation growth, the rate of inflation is expected to slow significantly in 2024. On t...

Euromonitor International's Eyewear 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 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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## **Table of Contents:**

Eyewear in Italy  
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List Of Contents And Tables

### **EYEWEAR IN ITALY**

#### **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 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 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 ITALY

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sales of spectacles set to grow, supported by recovering economic conditions  
 German spectacle lens players increase market share and investments in the country  
 Spectacle lens innovation taps into consumers' heightened health awareness

#### PROSPECTS AND OPPORTUNITIES

Spectacles set to profit from the growing importance being placed on eye health and the rise in myopia cases  
 Presbyopia rates to rise, which should boost demand for progressive lenses  
 Sustainability to become increasingly relevant in the coming years

### 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 ITALY

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sunglasses sales growth slows  
 Manufacturers focus on renovating and adding licences to boost growth  
 Luxury fashion brands expand their share in sunglasses

#### PROSPECTS AND OPPORTUNITIES

Sunglasses sales expected to continue declining in the forecast period  
 Retail e-commerce set to continue gaining share  
 Sales of recycled and eco-sustainable models expected to grow as consumers will favour "greener" products

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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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