

Eyewear in Brazil

Market Direction | 2024-06-25 | 42 pages | Euromonitor

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Report description:

Eyewear in Brazil has navigated a complex socioeconomic landscape in 2023 and 2024, marked by both local and global challenges. Post-pandemic recovery saw Brazil grappling with high inflation rates up until 2022, which significantly eroded consumers' purchasing power. Although 2023 brought some economic stabilisation and a decrease in unemployment, prices remained high for the average Brazilian consumer. In addition, global economic uncertainties driven by the war in Ukraine and the Israel-Hamas...

Euromonitor International's Eyewear in Brazil 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 Brazil
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List Of Contents And Tables

EYEWEAR IN BRAZIL

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 BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Surging demand for contact lenses despite economic struggles

Surging myopia rates amongst Brazilian youth is a concern

From stores to screens, the new opportunities for digital distribution channels

PROSPECTS AND OPPORTUNITIES

Contact lenses and sports in Brazil in the forecast period

From ocean plastics to eco-conscious consumers

The role of preventive care in contact lenses in Brazil

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 BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

Resilience in the face of fluctuations, and the rise of myopia in Brazil
Spectacles are becoming a desired accessory in the competitive scenario of Brazil
Innovative sales approaches to engage the modern consumer

PROSPECTS AND OPPORTUNITIES

Steady growth amidst technological advances and economic challenges
The new wave of eco-friendly spectacles in Brazil
The important role of training and transparency in spectacles

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 BRAZIL

KEY DATA FINDINGS

2024 DEVELOPMENTS

The steady rise and resilience of sunglasses after pandemic struggles
Sports trend and celebrity power drive sales of sunglasses in Brazil
The growing importance of online sales in sunglasses

PROSPECTS AND OPPORTUNITIES

Evolving consumer engagement in sunglasses in Brazil
Adapting to technological advances to maintain competitiveness
Players in sunglasses embrace sustainability, from fishing nets to reforestation

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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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