

## **Spectacles in Brazil**

Market Direction | 2024-06-25 | 22 pages | Euromonitor

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### **Report description:**

2023 and into 2024 has been a challenging period for spectacles in Brazil. Despite achieving growth slightly above inflation, the category has faced significant hurdles that have required resilience and multiple sales strategies to navigate. Global economic uncertainties and fluctuations have created a roller-coaster environment, complicating the landscape for spectacles. However, the stabilisation of Brazil's economy and a more favourable exchange rate with the dollar have provided some relief,...

Euromonitor International's Spectacles 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: 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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