

Spectacles in Germany

Market Direction | 2024-06-17 | 19 pages | Euromonitor

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Report description:

Spectacles in Germany is expected to maintain retail volume and current value growth in 2024. The category has rebounded from the impact of the pandemic, returning to standard growth rates and drivers. Despite high inflation, trade sources noted that price increases, although higher than in previous years, remained relatively subdued due to the intense competition.

Euromonitor International's Spectacles in Germany 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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2024 DEVELOPMENTS

Spectacle frames is the most dynamic category in value terms

Demand for readymade reading glasses continues to rise due to the ageing population

Distribution continues to be heavily concentrated in optical goods stores

PROSPECTS AND OPPORTUNITIES

Ageing population, increasing rate of presbyopia, and challenge of allergies anticipated to support sales

Increasing segmentation expected

Value share of e-commerce set to gradually increase

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