

Eyewear in Switzerland

Market Direction | 2024-07-09 | 32 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1225.00
- Multiple User License (1 Site) €2450.00
- Multiple User License (Global) €3675.00

Report description:

Eyewear recorded positive current value growth in Switzerland over 2024, with price increases responsible for much of this increase. Retail volume sales declined marginally as many consumers remained careful with expenditure and continued to prioritise more essential goods. Nevertheless, confidence in the economy and financial security started to return thereby loosening spending behaviour slightly. This resulted in more consumers opting for premium and value-added choices in eyewear over more e...

Euromonitor International's Eyewear in Switzerland 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Eyewear in Switzerland

Euromonitor International

July 2024

List Of Contents And Tables

EYEWEAR IN SWITZERLAND

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 SWITZERLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Contact lenses and solutions supported by active lifestyles

Trusted brands build loyalty through product enhancements

E-commerce thrives for subscriptions and replacements

PROSPECTS AND OPPORTUNITIES

Positive outlook for contact lenses and solutions

UV and blue-light filters to support sales growth

Limited changes expected in competitive landscape

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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 SWITZERLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Eyewear conditions underpin consumer demand
Lightweight spectacle lenses grow in demand
Fashion trends permeate the purchasing decision

PROSPECTS AND OPPORTUNITIES

Spectacles face strong growth potential
Limited growth potential in e-commerce
EssilorLuxottica to remain category leader

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 SWITZERLAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sunglasses suffer as consumers make cutbacks
Emerging brands compete alongside major players
E-commerce sales on the rise

PROSPECTS AND OPPORTUNITIES

Consumers to make more sophisticated choices
Trusted brands to spearhead innovation in sunglasses
Store-based retailing to remain preferred sales channel

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

Eyewear in Switzerland

Market Direction | 2024-07-09 | 32 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1225.00
	Multiple User License (1 Site)	€2450.00
	Multiple User License (Global)	€3675.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com