

Spectacles in Mexico

Market Direction | 2024-05-29 | 19 pages | Euromonitor

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Report description:

Economic pressures have continued to impact demand for spectacles in 2024 with many Mexican families seeking to prioritise essentials while searching for more affordable eyewear solutions. Subsequently, brands and retailers are placing a greater emphasis on value-for-money strategies to support consumer demand, including price promotions, loyalty programmes, and payment methods that offer monthly interest-free instalments via both physical stores and digital platforms. For instance, Ver de verda...

Euromonitor International's Spectacles in Mexico 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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Table of Contents:

Spectacles in Mexico
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List Of Contents And Tables

SPECTACLES IN MEXICO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers go in search of money-saving solutions when it comes to spectacles

Players investing in a more sustainable future with eco-friendly spectacles

Polarisation of demand between the most affordable spectacles and luxury options

PROSPECTS AND OPPORTUNITIES

Leading optical goods stores expanding their online sales and services

Major chains of optical goods stores likely to focus on introducing more trained and qualified staff to their stores

Players could focus on building awareness of the importance of eye tests while also focusing on new user groups

CATEGORY DATA

Table 1 Sales of Spectacles by Category: Volume 2019-2024

Table 2 Sales of Spectacles by Category: Value 2019-2024

Table 3 Sales of Spectacles by Category: % Volume Growth 2019-2024

Table 4 Sales of Spectacles by Category: % Value Growth 2019-2024

Table 5 Sales of Spectacle Lenses by Type: % Value 2019-2024

Table 6 NBO Company Shares of Spectacles: % Value 2019-2023

Table 7 LBN Brand Shares of Spectacles: % Value 2020-2023

Table 8 Distribution of Spectacles by Format: % Value 2019-2024

Table 9 Forecast Sales of Spectacles by Category: Volume 2024-2029

Table 10 Forecast Sales of Spectacles by Category: Value 2024-2029

Table 11 Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

EYEWEAR IN MEXICO

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 13 Sales of Eyewear by Category: Volume 2019-2024

Table 14 Sales of Eyewear by Category: Value 2019-2024

Table 15 Sales of Eyewear by Category: % Volume Growth 2019-2024

Table 16 Sales of Eyewear by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Eyewear: % Value 2019-2023

Table 18 LBN Brand Shares of Eyewear: % Value 2020-2023

Table 19 Distribution of Eyewear by Format: % Value 2019-2024

Table 20 Forecast Sales of Eyewear by Category: Volume 2024-2029

Table 21 Forecast Sales of Eyewear by Category: Value 2024-2029

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Table 22 □Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029

Table 23 □Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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