

Eyewear in China

Market Direction | 2024-05-29 | 34 pages | Euromonitor

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Report description:

In the post-pandemic era, while the impact of COVID-19 is gradually waning, the slowdown in China's macroeconomic environment is influencing the overall consumer landscape. Overall eyewear in China is therefore set to see a slower but solid single-digit current value growth rate in 2024, with spectacles, contact lenses, and sunglasses all expected to show growth. On the one hand, in 2023 most of the pent-up demand due to COVID-19 had already been released, and in 2024 the industry entered a phas...

Euromonitor International's Eyewear in China 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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