

**World Market for Eyewear**

Global Strategy | 2024-08-06 | 29 pages | Euromonitor

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**Report description:**

In 2024, eyewear consumers continue to face the adverse effects of macroeconomic challenges requiring businesses to make choices to stay ahead of the curve. Nevertheless, heightened consumer interest in eye health and rising vision challenges such as myopia, present opportunities for eyewear players. Value creation, customisation and functional-led eyewear, with a marked emphasis on myopia control, are set to be the key trends this year, as well as sustainability and artificial intelligence.

Euromonitor International's World Market for Eyewear global briefing offers detailed strategic analysis of the global Eyewear market by pinpointing growth sectors, emerging trends, economic/lifestyle influences, highlights categories and geographies as well as pressing industry issues that are driving growth. The report identifies leading companies and brands within the competitive landscape, which feeds into shaping marketing and distribution strategies. From the latest cosmetics and coloured contact lenses to prescription glasses and frames, Euromonitor International offers an incisive snapshot of the Eyewear industry. Forecasts illustrate how the market is predicted to develop, regulatory shifts as well as opportunities to be seized for further growth.

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.

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