

India Eyewear Market Outlook to FY'2018 – Rising Popularity of Online Eyewear Portals

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Abstracts

The report titled “India Eyewear Market Outlook to FY’2018 – Rising Popularity of Online Eyewear Portals” provides a comprehensive analysis of the market size of the India eyewear spectacle lens, sunglasses, contact lenses and online eyewear industry. The report also covers the market share of major players in the spectacle lenses, contact lenses and the online eyewear market in India. The report discusses in detail the current industry trends and development and target customer profile along with the future outlook of the online eyewear segment.

Eyewear market in India, which has been driven by the changing demographics, fashion culture and changing health care practices in India, registered revenues of USD ~ million in FY’2013. With the advent of new varieties of eyewear products incorporating latest technology, the revenues increased by 15.3% compared to FY’2012, where the total revenues were USD ~ million. Eyewear industry in India is subject to a gamut of different factors, such as people with vision impairments and the overall disposable incomes in the country, which play an important role in determining the revenues from various eyewear segments. Spectacle lenses were the largest selling category in terms of revenue, having recorded sales of USD ~ million in fiscal year 2013. The India eyewear industry has grown at a CAGR of 27.4% from USD 1,247 million in FY’2007 to USD ~ million in FY’2013.

The eyewear market in India is comprised of various manufacturers that specialize in designing and producing eyewear products in different segments. Along with the presence of leading eyewear companies in the organized sector, market in India is primarily driven by the revenues of a huge number of manufacturers in the unorganized segment. Essilor was the market leader for spectacle lenses in the organized spectacle lens market while Bausch & Lomb dominated the contact lens segment in FY’2013.

Ray-Ban was the largest selling sunglass brand in the same year.

Eyewear market in India has showcased several emerging trend over the past few years. One of the most definitive of these trends has been the advent of the online channel for the sale of eyewear products. Several online eyewear retailers have surfaced in the past couple of years, giving rise to a new platform for eyewear delivery. Online eyewear market in India showcased revenues of USD ~ million in FY'2013, registering a CAGR of around 247% from USD ~ million in FY'2011. Lenskart accounted for the majority of the market share with GKB Optical being the second largest player on the basis of revenues. Lenstrade, Lensdirect, Yebhi and Rediff Shopping were some of the small scale online eyewear retailers in FY'2013.

The market for eyewear in India is changing at a brisk rate. Technological advancements and demand of eyewear from an ever growing base of fashion conscious customers and people with vision impairments, as well as the transition of eyewear manufacturers from the unorganized to the organized segment have been significantly changing the market. Revenues from the eyewear industry in India are expected to expand to USD ~ million in FY'2018, growing with a CAGR of ~% from FY'2013 to FY'2018.

KEY TOPICS COVERED IN THE REPORT

The market size of the India eyewear industry.

The market size of the India spectacle lens market.

The market size of the India sunglass market.

The market size of the India contact lens market.

The market size of the India online eyewear market.

Market segmentation of the India eyewear industry on the basis of type of products, branded and unbranded products and unorganized and organized sector.

Market segmentation of the India spectacle lens market on the basis of geography and organized and unorganized segment.

Market segmentation of the India sunglass market on the basis of geography and designer and non-designer sunglasses.

Market segmentation of the India contact lens market on the basis of types of contact lenses.

Market segmentation of the India online eyewear market on the basis of type of products.

Trends and Development in the India eyewear industry.

Competitive landscape and detailed company profiles of the major manufacturers of eyewear and online eyewear retailers in India

Future outlook and projections of the India eyewear industry, India spectacle lens market, India sunglass market, India contact lens market and India online eyewear market on the basis of revenues

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