

European Eyewear Market: Trends & Opportunities (2015-2019)

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Abstracts

Scope of the Report

The report titled “European Eyewear Market: Trends and Opportunities (2015-2019)”, analyzes the potential opportunities and significant trends in the European eyewear industry and the individual markets of Italy, Germany, France, Switzerland and Austria. The market size and forecast in value terms for the European eyewear market has been provided for the period 2015 to 2019, considering 2014 as the base year. The report provides detailed analysis of the European eyewear market sizing and future growth by type for the period 2010-2014. The sunglasses segment is expected to be the fastest growing segment for the next 5 years, due to increasing fashion trends.

Country analysis has been done for the European eyewear markets of Italy, Germany, France, Switzerland and Austria, both in value and volume terms. The optical retail markets of the European countries have also been assessed in the report. And the report also profiles key market players such as Essilor, Fielmann, Luxottica, Grand Vision and Safilo Group on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Country Coverage

Italy

Germany

France

Switzerland

Austria

Company Coverage

Essilor International

Fielmann AG

Luxottica Group

Grand Vision

Safilo Group

Executive Summary

The European eyewear market consists of prescription glasses, sunglasses, contact lenses and ready-readers. The European eyewear market has been showing tremendous growth potential since past several years. The major factors driving this market are increasing usage and acceptance of eyewear products and prescription eyewear. With a large percentage of the population afflicted with conditions such as myopia, hyperopia, presbyopia, and astigmatism, the demand for corrective eyewear is on the upsurge. Due to lifestyle changes, which involve increasing formal employment and extensive usage of computers, the number of individuals using corrective eyewear is also increasing.

The European eyewear growth is underpinned by structural growth drivers, such as ageing of the population, a still underpenetrated vision correction market and growth that is likely to be enhanced by lifestyle changes, as more affluent and educated consumers require more support for weakening vision.

Due to lifestyles changes people are getting eye defects at an early age and even children are getting affected by eye defects at early age. Early entry of children into the corrective eyewear domain as well as aging population is also expected to positively

impact the eyewear demand in the European markets. The evolution of eyewear as a fashion accessory, and the trend of owning multiple pairs of eyewear as customers move towards viewing spectacles as a multi-unit purchase item similar to other accessories, tends to shorten the repurchase cycle of the eyewear. This shortening increases with rising disposable income and consumer confidence levels.

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