

# German Eyewear Market: Size, Trends & Forecasts (2016-2020)

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## Abstracts

### Scope of the Report

The report titled “German Eyewear Market: Size, Trends & Forecasts (2016-2020)”, provides an in-depth analysis of the German Eyewear market by value and by volume. The report also gives an insight of the German eyewear market by products and by segments, etc.

Furthermore, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall German eyewear market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the German eyewear market is consolidated with two big players, Fielmann and Apollo Optik and various other small players. Further, key players of German Eyewear Market Fielmann, Apollo Optik (GrandVision) and Pro Optik are also profiled with their financial information and respective business strategies.

### Company Coverage

Fielmann

GrandVision (Apollo Optik)

Pro Optik

## **Executive Summary**

The eyewear refers to the range of products that are meant to be worn on eyes for varying purposes. The eyewear products include spectacles, eyeglasses, contact lenses, reading glasses and sunglasses. The 3D glasses are also a part of eyewear product. The eyewear items are worn as a fashion accessory or out of necessity on prescription of optician.

The eyewear items are traded through multiple channels such as stationary (physical) shops/ stores, online stores and multi-channel stores. The eyewear items can be segmented into two broad categories: spectacles and contact lenses. The spectacles can further be classified into single vision lenses, multi-focals, sunglasses, reading glasses, etc. The contact lenses can be further be segregated into soft contact lenses and rigid contact lenses.

The projections are made that the German eyewear market would rise in the forecasted period i.e. 2016-2020 tremendously. The German eyewear market is expected to increase due to growth in demand for multi-focal lenses, increasing population with myopia, increasing percentage of electronic devices in households, increasing aging German population and rising Germany GDP and optical market, etc. Yet the market faces some challenges such as, illegal use of decorative lenses, increasing use of refractive surgery, and lagging behind of German contact lens market.

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