

Competitor Strategies in Eyewear

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Abstracts

Despite economic pressures, eyewear players continue show resilience in 2024. Strategies include integration of technology, investment in educational content and portfolio adjustments to include low-cost brands that speak consumers on a budget. In luxury, an exploration of high-end brands with meaningful stories to address longevity and sustainable claims is key. Myopia control is grabbing attention and businesses should offer a holistic approach by considering the full experience of the child.

Euromonitor International's Competitor Strategies in 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.

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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