

Eyewear in Australia

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Abstracts

Demand for eyewear continues to grow in 2023 following several challenging years in Australia during pandemic-induced lockdowns; while demand for contact lenses remained strong during this difficult period (driven by repeat purchases online), sales of spectacles and sunglasses declined. Following the easing of lockdowns and various restrictions, Australians are now able to freely return to optical goods stores for eye tests and have new spectacles or contact lenses fitted. The reopening of the l...

Euromonitor International's Eyewear in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

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.

Contents

ENERGY DRINKS IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Red Bull leads the recovery through on-the-go consumption

Coca-Cola and PepsiCo are mass marketing their energy drinks brands to target volume share

Energy drinks continue to have low market penetration, primarily due to concerns surrounding caffeine content and pricing

PROSPECTS AND OPPORTUNITIES

India's sizeable Millennial population is an attractive battleground for foreign energy drinks players

There is a gap for energy drinks with natural or healthier ingredients

Energy drinks are shedding their luxury image in India but face challenges in mass-market penetration

CATEGORY DATA

Table 1 Off-trade Sales of Energy Drinks: Volume 2017-2022

Table 2 Off-trade Sales of Energy Drinks: Value 2017-2022

Table 3 Off-trade Sales of Energy Drinks: % Volume Growth 2017-2022

Table 4 Off-trade Sales of Energy Drinks: % Value Growth 2017-2022

Table 5 NBO Company Shares of Off-trade Energy Drinks: % Volume 2018-2022

Table 6 LBN Brand Shares of Off-trade Energy Drinks: % Volume 2019-2022

Table 7 NBO Company Shares of Off-trade Energy Drinks: % Value 2018-2022

Table 8 LBN Brand Shares of Off-trade Energy Drinks: % Value 2019-2022

Table 9 Forecast Off-trade Sales of Energy Drinks: Volume 2022-2027

Table 10 Forecast Off-trade Sales of Energy Drinks: Value 2022-2027

Table 11 Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2022-2027

Table 12 Forecast Off-trade Sales of Energy Drinks: % Value Growth 2022-2027

SOFT DRINKS IN INDIA

EXECUTIVE SUMMARY

Soft drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 13 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume

2017-2022

Table 14 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2017-2022

Table 15 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2017-2022

Table 16 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2017-2022

Table 17 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2021

Table 18 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2021

Table 19 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2021

Table 20 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2021

Table 21 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2017-2022

Table 22 Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2017-2022

Table 23 Off-trade Sales of Soft Drinks by Category: Value 2017-2022

Table 24 Off-trade Sales of Soft Drinks by Category: % Value Growth 2017-2022

Table 25 NBO Company Shares of Total Soft Drinks (RTD): % Volume 2018-2022

Table 26 LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2019-2022

Table 27 NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2018-2022

Table 28 LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2019-2022

Table 29 NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2018-2022

Table 30 LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2022

Table 31 NBO Company Shares of Off-trade Soft Drinks: % Value 2018-2022

Table 32 LBN Brand Shares of Off-trade Soft Drinks: % Value 2019-2022

Table 33 Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2017-2022

Table 34 Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2022

Table 35 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2022-2027

Table 36 Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2022-2027

Table 37 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2022-2027

Table 38 Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2022-2027

Table 39 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2022-2027

Table 40 Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2022-2027

Table 41 Forecast Off-trade Sales of Soft Drinks by Category: Value 2022-2027

Table 42 Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth
2022-2027

APPENDIX

Fountain sales in India

Trends

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SOURCES

Summary 1 Research Sources

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