

Eyewear in Turkey

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Abstracts

With travel starting to normalise across the world, sales of eyewear continue to rise in 2023, with tourist numbers increasing in Turkey, especially from Germany, France and England. Tourists are boosting retail value and volume sales, as many purchase spectacles and sunglasses in Turkey, appreciating the lower price points in addition, while retail volume growth is positive, retail value growth remains elevated due to rising unit prices, leading to double-digit current retail value growth in al...

Euromonitor International's Eyewear in Turkey 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.

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