

Luxury Eyewear in Turkey

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Abstracts

In 2020, luxury eyewear, while recording reduced sales, was comparatively less affected by the COVID-19 pandemic relative to other areas of luxury goods. The category in general is likely to have benefited from its wide price points, accessibility and ongoing adoption of digital channels. Eyewear products also tend to be viewed as less discretionary than other luxury goods due to their benefit for eye health and wellness. This extended to luxury eyewear and therefore helped to shelter the category...

Euromonitor International's Luxury Eyewear in Turkey report offers a comprehensive guide to the size and shape of the Luxury Eyewear market at a national level. It provides the latest retail sales data, 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 and their effects on Luxury Eyewear retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

Product coverage: Luxury Spectacle Frames, Luxury Sun Glasses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Luxury 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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