

# Spectacles in Romania

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## Abstracts

The fear of becoming infected with COVID-19 gave spectacles a positive sales boost during the pandemic, despite spectacles struggling generally because of the economic conditions. Since COVID-19 can be transmitted through the eyes, nose and mouth, people tried to cover those areas and avoid touching them, which often included the wearing spectacles or sunglasses. Romanians were becoming more aware of health and hygiene issues, due to the fear of becoming infected with COVID-19, helped by widespr...

Euromonitor International's Spectacles in Romania report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2015-2019), 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 2024 illustrate how the market is set to change.

**Product coverage:** Readymade Reading Glasses, Spectacle Frames, Spectacle Lenses.

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

## Why buy this report?

Get a detailed picture of the Spectacles 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

### KEY DATA FINDINGS

#### 2020 IMPACT

Contact lens users shift to spectacles  
Readymade reading glasses loses popularity  
Fashion dictates the trends in spectacles

#### RECOVERY AND OPPORTUNITIES

COVID-19 impacts need for customisation  
Spectacles is highly fragmented  
Promotions influence the sales of spectacles

#### CATEGORY DATA

Table 1 Sales of Spectacles by Category: Volume 2015-2020  
Table 2 Sales of Spectacles by Category: Value 2015-2020  
Table 3 Sales of Spectacles by Category: % Volume Growth 2015-2020  
Table 4 Sales of Spectacles by Category: % Value Growth 2015-2020  
Table 5 Sales of Spectacle Lenses by Type: % Value 2015-2020  
Table 6 NBO Company Shares of Spectacles: % Value 2015-2019  
Table 7 LBN Brand Shares of Spectacles: % Value 2016-2019  
Table 8 Distribution of Spectacles by Format: % Value 2015-2020  
Table 9 Forecast Sales of Spectacles by Category: Volume 2020-2025  
Table 10 Forecast Sales of Spectacles by Category: Value 2020-2025  
Table 11 Forecast Sales of Spectacles by Category: % Volume Growth 2020-2025  
Table 12 Forecast Sales of Spectacles by Category: % Value Growth 2020-2025

#### EXECUTIVE SUMMARY

COVID-19 impact on eyewear  
COVID-19 country impact  
Company response  
Retailing shift  
What next for eyewear?

#### MARKET DATA

Table 13 Sales of Eyewear by Category: Volume 2015-2020  
Table 14 Sales of Eyewear by Category: Value 2015-2020  
Table 15 Sales of Eyewear by Category: % Volume Growth 2015-2020  
Table 16 Sales of Eyewear by Category: % Value Growth 2015-2020  
Table 17 NBO Company Shares of Eyewear: % Value 2015-2019  
Table 18 LBN Brand Shares of Eyewear: % Value 2016-2019  
Table 19 Distribution of Eyewear by Format: % Value 2015-2020  
Table 20 Forecast Sales of Eyewear by Category: Volume 2020-2025

Table 21 Forecast Sales of Eyewear by Category: Value 2020-2025

Table 22 Forecast Sales of Eyewear by Category: % Volume Growth 2020-2025

Table 23 Forecast Sales of Eyewear by Category: % Value Growth 2020-2025

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DEFINITIONS

SOURCES

Summary 1 Research Sources

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