

Spectacles in Turkey

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Abstracts

The landscape for spectacles is set to see positive retail value growth in 2023. This is not only driven by the growing demand for spectacle frames and spectacle lenses by consumers as their working and social lives return to normal following the outbreak of COVID-19, but this is also the outcome of growing average unit prices related to high inflation in the country. With higher transport and raw material costs, leading brands raised prices, passing costs onto consumers.

Euromonitor International's Spectacles 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: 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.

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Major oral care players are eschewing traditional specialist retailers and opting for mass grocery channels

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Public service announcements will help mass sun care gain visibility as a healthcare need amongst non-target consumers

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BEAUTY AND PERSONAL CARE IN SINGAPORE

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