

# Spectacles in Ukraine

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## Abstracts

Sales of spectacles fell dramatically in 2020 as wearers were unable to visit optical shops throughout Q2, with many postponing their regular eye tests. They were also impacted financially, with many cutting down on unnecessary spending, including new spectacles. Meanwhile, those that had prescriptions and wanted to buy spectacles had to buy from e-commerce retailers, due to store closures.

Euromonitor International's Spectacles in Ukraine report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2016-2020), 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 2025 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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Sales remain low as economic instability continues to stifle purchasing power

Ready-made reading glasses help boost e-commerce sales as consumers of these products have less specific demands

Spectacles is fragmented with many players involved in 2020

#### PROSPECTS AND OPPORTUNITIES

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