

Where Consumers Shop for Eyewear

<https://marketpublishers.com/r/WA438E99814EN.html>

Date: January 2023

Pages: 46

Price: US\$ 1,325.00 (Single User License)

ID: WA438E99814EN

Abstracts

As inflation hits consumers' purchasing power, modern eyewear shoppers have increasingly demanding expectations of the products they buy. Players in the industry will have to adapt their retail strategies to remain competitive. Eyewear sales via e-commerce are likely to continue to grow post-pandemic, as consumers look for convenience and ways to control their spending. Retailers will respond by continuing to invest in technology, such as try-ons, and in developing an omnichannel presence.

Euromonitor International's Where Consumers Shop for Eyewear global briefing offers detailed strategic analysis of the global Eyewear market by pinpointing growth sectors, emerging trends, economic/lifestyle influences, highlights categories and geographies as well as pressing industry issues that are driving growth. The report identifies leading companies and brands within the competitive landscape, which feeds into shaping marketing and distribution strategies. From the latest cosmetics and coloured contact lenses to prescription glasses and frames, Euromonitor International offers an incisive snapshot of the Eyewear industry. Forecasts illustrate how the market is predicted to develop, regulatory shifts as well as opportunities to be seized for further growth.

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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