

Eyewear Market Analysis And Segment Forecasts To 2020

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Abstracts

The global market for eyewear is expected to reach USD 142.18 billion by 2020. Expanding wearer base coupled with increasing penetration of eyewear for vision correction is expected to fuel market growth over the next six years. A large percentage of the population in rural areas of developing markets does not have access to eye care facilities and services, which represents considerable untapped market potential for industry participants.

Early entry of children into the corrective eyewear space as well as aging population is expected to positively impact demand on a global level. Growing urbanization and disposable income, along with awareness regarding the need for protecting the eyes against UV rays has led to high demand for plano sunglasses. Acceptance of alternative methods of vision correction including refractive surgeries such as LASIK and PRK are estimated to restrain market growth over the forecast period.

Further Key findings from the study suggest:

The global eyewear market was estimated to be 2,750.3 million units in 2012, which is expected to reach 3,507.7 million units by 2020, growing at a CAGR of 3.2% from 2014 to 2020.

Spectacle frames and lenses accounted for over 50% of the total eyewear shipments in 2012; they also contributed significantly to revenue in the same year. This is primarily on account of high replacement rate of lenses, due to changing prescription. The advent of high-index lenses has also led to a surge in product demand, which is expected to continue through the forecast period. Plano sunglasses are expected to be the fastest growing product segment, at an estimated CAGR of 8.1% in terms of revenue from

2014 to 2020. Demand for high-end sunglasses sold at premium prices is the key factor for high expected revenue generation. Polarized sunglasses contributed over 20% of overall shipments in 2012, with CR-39 expected to remain the largest lens material segment.

North America dominated global demand in 2012; while Asia Pacific is expected to be the fastest growing regional market, at an estimated CAGR of 3.7% from 2014 to 2020. In terms of revenue, Europe accounted for over 40% of the total market in 2012, because of significantly high selling prices as compared to the global average.

The global market space consists of numerous participants, divided among contact lenses, spectacles and plano sunglasses suppliers. They follow strategies such as product innovation, vertical integration and mergers and acquisitions to gain market share. Establishment of a widespread and effective distribution network is seen as the key to achieving market expansion. Key companies operating in the market include Johnson & Johnson, Bausch & Lomb, CooperVision, Carl Zeiss, Essilor, Luxottica Group S.p.A. and Safilo Group S.p.A. among others.

For the purpose of this study, Grand View Research has segmented the global eyewear market on the basis of product and region:

Eyewear Product Outlook (Volume, Million Units and Revenue, USD Million;
2012 - 2020)

Spectacles

Spectacle Frames

Spectacle Lenses

Contact Lenses

Plano Sunglasses

Polarized Sunglasses

Non Polarized Sunglasses

CR-39 Sunglasses

Polycarbonate Sunglasses

Polyurethane Sunglasses

Others

Eyewear Regional Outlook (Volume, Million Units and Revenue, USD Million;
2012 - 2020)

North America

Europe

Asia Pacific

RoW

Contents

CHAPTER 1 EXECUTIVE SUMMARY

1.1 Eyewear – Industry Summary & Critical Success Factors (CSFs)

CHAPTER 2 EYEWEAR INDUSTRY OUTLOOK

- 2.1 Market Segmentation
- 2.2 Market Size and Growth Prospects
- 2.3 Eyewear Value Chain Analysis
- 2.4 Eyewear Market Dynamics
- 2.5 Key Opportunities Prioritized
- 2.6 Industry Analysis - Porter's
- 2.7 Eyewear - Company Market Share Analysis
- 2.8 Eyewear - PESTEL Analysis

CHAPTER 3 EYEWEAR PRODUCT OUTLOOK

- 3.1 Spectacles
 - 3.1.1 Spectacle Frames
 - 3.1.2 Spectacle Lenses
- 3.2 Contact Lenses
- 3.3 Plano Sunglasses
 - 3.3.1 Plano Sunglasses Product Outlook
 - 3.3.1.1 Polarized Sunglasses
 - 3.3.1.2 Non-Polarized Sunglasses
 - 3.3.2 Plano Sunglasses Material Outlook
 - 3.3.2.1 CR-39
 - 3.3.2.2 Polyurethane
 - 3.3.2.3 Polycarbonate
 - 3.3.2.4 Others

CHAPTER 4 EYEWEAR REGIONAL OUTLOOK

- 4.1 North America
- 4.2 Europe
- 4.3 Asia Pacific
- 4.4 RoW

CHAPTER 5 COMPETITIVE LANDSCAPE

5.1 Bausch & Lomb

- 5.1.1 Company Overview
- 5.1.2 Financial Performance
- 5.1.3 Product Benchmarking
- 5.1.4 Strategic Initiatives

5.2 Carl Zeiss

- 5.2.1 Company Overview
- 5.2.2 Financial Performance
- 5.2.3 Product Benchmarking
- 5.2.4 Strategic Initiatives

5.3 Charmant Group

- 5.3.1 Company Overview
- 5.3.2 Financial Performance
- 5.3.3 Product Benchmarking
- 5.3.4 Strategic Initiatives

5.4 CIBA Vision

- 5.4.1 Company Overview
- 5.4.2 Financial Performance
- 5.4.3 Product Benchmarking
- 5.4.4 Strategic Initiatives

5.5 CooperVision

- 5.5.1 Company Overview
- 5.5.2 Financial Performance
- 5.5.3 Product Benchmarking
- 5.5.4 Strategic Initiatives

5.6 De Rigo SpA

- 5.6.1 Company Overview
- 5.6.2 Financial Performance
- 5.6.3 Product Benchmarking
- 5.6.4 Strategic Initiatives

5.7 Essilor

- 5.7.1 Company Overview
- 5.7.2 Financial Performance
- 5.7.3 Product Benchmarking
- 5.7.4 Strategic Initiatives

5.8 Fielmann AG

- 5.8.1 Company Overview
- 5.8.2 Financial Performance
- 5.8.3 Product Benchmarking
- 5.8.4 Strategic Initiatives
- 5.9 Hoya Corporation
 - 5.9.1 Company Overview
 - 5.9.2 Financial Performance
 - 5.9.3 Product Benchmarking
 - 5.9.4 Strategic Initiatives
- 5.10 Johnson & Johnson
 - 5.10.1 Company Overview
 - 5.10.2 Financial Performance
 - 5.10.3 Product Benchmarking
 - 5.10.4 Strategic Initiatives
- 5.11 Luxottica Group SpA
 - 5.11.1 Company Overview
 - 5.11.2 Financial Performance
 - 5.11.3 Product Benchmarking
 - 5.11.4 Strategic Initiatives
- 5.12 Marchon Eyewear
 - 5.12.1 Company Overview
 - 5.12.2 Financial Performance
 - 5.12.3 Product Benchmarking
 - 5.12.4 Strategic Initiatives
- 5.13 Marcolin Eyewear
 - 5.13.1 Company Overview
 - 5.13.2 Financial Performance
 - 5.13.3 Product Benchmarking
 - 5.13.4 Strategic Initiatives
- 5.14 Rodenstock
 - 5.14.1 Company Overview
 - 5.14.2 Financial Performance
 - 5.14.3 Product Benchmarking
 - 5.14.4 Strategic Initiatives
- 5.15 Safilo Group SpA
 - 5.15.1 Company Overview
 - 5.15.2 Financial Performance
 - 5.15.3 Product Benchmarking
 - 5.15.4 Strategic Initiatives

5.16 Seiko Corp.

5.16.1 Company Overview

5.16.2 Financial Performance

5.16.3 Product Benchmarking

5.16.4 Strategic Initiatives

5.17 Shamir

5.17.1 Company Overview

5.17.2 Financial Performance

5.17.3 Product Benchmarking

5.17.4 Strategic Initiatives

CHAPTER 6 METHODOLOGY & SCOPE

6.1 Research Methodology

6.2 Research Scope & Assumptions

6.3 List of Data Sources

List Of Tables

LIST OF TABLES

Eyewear - Industry Summary & Critical Success Factors (CSFs)
Global Eyewear Market (Volume & Revenue), 2012 - 2020
Global Eyewear Market Volume by Region 2012 - 2020 (Million Units)
Global Eyewear Market Revenue by Region 2012 - 2020 (USD Million)
Global Eyewear Market Volume by Product 2012 - 2020 (Million Units)
Global Eyewear Market Revenue by Product 2012 - 2020 (USD Million)
Global spectacles demand (Volume & Revenue), 2012 - 2020
Global spectacles lenses demand by region (Volume), 2012 - 2020
Global spectacles lenses demand by region (Revenue), 2012 - 2020
Global spectacles frames demand by region (Volume), 2012 - 2020
Global spectacles frames demand by region (Revenue), 2012 - 2020
Global contact lenses demand (Volume & Revenue), 2012 - 2020
Global contact lenses demand by region (Volume), 2012 - 2020
Global contact lenses demand by region (Revenue), 2012 - 2020
Global plano sunglasses demand (Volume & Revenue), 2012 - 2020
Global plano sunglasses demand by region (Volume), 2012 - 2020
Global plano sunglasses demand by region (Revenue), 2012 - 2020
Global polarized sunglasses demand by region (Volume), 2012 - 2020
Global polarized sunglasses demand by region (Revenue), 2012 - 2020
Global non-polarized sunglasses demand by region (Volume), 2012 - 2020
Global non-polarized sunglasses demand by region (Revenue), 2012 - 2020
Global CR-39 sunglasses demand by region (Volume), 2012 - 2020
Global CR-39 sunglasses demand by region (Revenue), 2012 - 2020
Global polycarbonate sunglasses demand by region (Volume), 2012 - 2020
Global polycarbonate sunglasses demand by region (Revenue), 2012 - 2020
Global polyurethane sunglasses demand by region (Volume), 2012 - 2020
Global polyurethane sunglasses demand by region (Revenue), 2012 - 2020
Global plano sunglasses demand for other lenses by region (Volume), 2012 - 2020
Global plano sunglasses demand for other lenses by region (Revenue), 2012 - 2020
North America eyewear market by product (Volume), 2012 - 2020
North America eyewear market by product (Revenue), 2012 - 2020
Europe eyewear market by product (Volume), 2012 - 2020
Europe eyewear market by product (Revenue), 2012 - 2020
Asia Pacific eyewear market by product (Volume), 2012 - 2020
Asia Pacific eyewear market by product (Revenue), 2012 - 2020

RoW eyewear market by product (Volume), 2012 - 2020

RoW eyewear market by product (Revenue), 2012 - 2020

List Of Figures

LIST OF FIGURES

Eyewear Market Segmentation

Global Eyewear Market (Volume & Revenue), 2012 - 2020

Eyewear Value Chain Analysis

Eyewear Market Dynamics

Eyewear Company Market Share Analysis, 2012

Key Opportunities Prioritized

Industry Analysis - Porter's

Eyewear PESTEL Analysis, 2012

Eyewear market share by product, 2012 & 2020

Global spectacle lenses market demand (Volume & Revenue), 2012 – 2020

Global spectacle frames market demand (Volume & Revenue), 2012 – 2020

Global contact lenses market demand (Volume & Revenue), 2012 – 2020

Global plano sunglasses market demand (Volume & Revenue), 2012 – 2020

Eyewear market share by region, 2012 & 2020

North America eyewear market volume, by product, 2012 – 2020

North America eyewear market revenue, by product, 2012 - 2020

Europe eyewear market volume, by product, 2012 – 2020

Europe eyewear market revenue, by product, 2012 – 2020

Asia Pacific eyewear market volume, by product, 2012 – 2020

Asia Pacific eyewear market revenue, by product, 2012 – 2020

RoW eyewear market volume, by product, 2012 – 2020

RoW eyewear market revenue, by product, 2012 – 2020

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