

Europe Eyewear Market (2016-2022)

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Abstracts

Eyewear is a corrective or protective device which is designed to safeguard eyes from harmful radiations, improve vision and add to the overall appearance of an individual.

The women community has been a major market, particularly for trendy and branded eyewear. The growing number of working women and economic independency among women has been the major factors fostering the adoption of eyewear products among women. Celebrity endorsements have further added to the demand of designer and premium eyewear. Other factor increasing the demand for eyewear market is the rising living standards. People are becoming more conscious about their beauty outlook; the distinct rise in the disposable income has encouraged people to buy quality eyewear products which add to the living standards.

The Eyewear Market is segmented on the basis of Product Type, Mode of Sale, End-User, and Country. Based on the Product Type, the Eyewear market is segmented into Prescription glasses/Spectacles, Contact Lenses, and Sunglasses. Based on the Mode of Sale, the market is segmented into Retail stores and online stores. Based on End User, the market is segmented into Men and Women. Based on the country, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The key players operating in the Eyewear Market are Essilor International S.A., Safilo Group S.P.A, GrandVision, Prada S.P.A., Luxottica Group S.P.A, Fielmann AG, Carl Zeiss AG, and Johnson & Johnson, Inc.

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