

# Indian Eyewear Retail Industry Report

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## Abstracts

### Executive summary

The growth of eyewear retail industry is result of increase in population, rising income levels, penetration of the retail distribution network etc. The eyewear industry is following similar trends as observed in the retail makeover in India. Over the years eyewear has changed from being a utility product for vision correction to key fashion accessory. Increasingly eyewear is being perceived as reflective of one's personality.

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As per our estimates the market is expected to increase to Rs. XX billion in 2015 growing at a CAGR of

XX% per annum. Out of all the product categories, sunglass is the highest growing segment in India.

As per our estimates the share of organised market stood at XX% of the total eyewear retail market at Rs. XX billion in 2011 which is expected to grow at XX% per annum and will reach to XX billion (XX% of the overall market) in 2015E.

### Key highlights

Eyewear Industry Overview

## Market Sizing, Growth Drivers

Industry Constituents and structure, Business model, unit economics

Primary interview across eyewear industry experts and consumer surveys

Key players and number of outlets across cities in India

Quantitative Information of players across retail shops, manufacturing Spectacle Lenses & Frames and Sunglasses, contact lenses brands

Financial benchmarking of players across retail shops, manufacturing Spectacle Lenses & Frames and Sunglasses, contact lenses brands

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