

Global Eyewear Market Report: 2014 Edition

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Abstracts

The global eyewear market has been categorized into corrective lenses, contact lenses, sunglasses, frames and refractive surgical lenses. The eyewear market has been showing tremendous potential since past several years. The major factor driving this market is increasing usage and acceptance of eyewear products and prescription eyewear. With a large percentage of the population afflicted with conditions such as myopia, hyperopia, presbyopia, and astigmatism, the demand for corrective eyewear is on the rise. Due to lifestyle changes, which involve increasing formal employment and extensive usage of computers, the number of individuals using corrective eyewear is also increasing.

The key factors which are anticipated to drive eyewear market growth include increased usage of silicon hydrogel, eyewear fashion and growing demand of kid's sunglasses. The growth of the industry is hindered by sale of illegal novelty contact lenses, price differentiation between branded and unbranded frames and changing local conditions of various countries. The major factors which will contribute in the growth of the industry include growing ageing population since with age people get more eye problems, rising diabetic population, increasing urban population, and rapidly changing lifestyles.

This report provides a comprehensive analysis of the global eyewear industry, along with an in-depth study of the regional markets including the US, China, Japan, Brazil, Mexico, Argentina and Taiwan. Furthermore, market dynamics such as key trends and development; and challenges are analyzed in depth. On the contention front, the global eyewear market is reined by few large players namely, Essilor, Luxottica, Carl Zeiss and Safilo Group. The competitive landscape of the respective market, along with the company profiles of the leading players are also discussed in detail.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various

significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. OVERVIEW

- 1.1 Corrective Lens
- 1.2 Contact Lenses
- 1.3 Sunglasses

2. GLOBAL MARKET

- 2.1 Vision Care Industry
 - Market Segmentation
 - Volume Comparison
 - Sunglasses Statistics
 - Penetration Rate
- 2.1.1 Contact Lenses
 - Market Value
 - Outlook by Region
 - Share by Material
- 2.1.2 Soft Contact Lenses
 - Market Growth
 - Market Segmentation
 - Breakdown by Region

3. REGIONAL MARKETS

- 3.1 Americas
 - 3.1.1 The US
 - Market Segmentation
 - Distribution Channels
 - Contact Lens Segments
 - 3.1.2 Brazil
 - Market Overview
 - Market Value
 - 3.1.3 Mexico
 - Market Overview
 - Market Value
 - 3.1.4 Argentina
 - Market Overview

Market Value

3.2 Asia

3.2.1 Japan

Market Value

Contact Lens Imports

Imports by Region

3.2.2 Taiwan

Market Overview

Market Value

3.2.3 China

Market Overview

Market Value

4. MARKET DYNAMICS

4.1 Key Trends

4.1.1 Growing Demand for Kids Sunglasses

4.1.2 Innovative Designs & Fashion Statement

4.1.3 Increased Usage of Silicone Hydrogel

4.1.4 Varifocals to Replace Bifocal Lenses

4.2 Growth Drivers

4.2.1 Increasing Urbanization

4.2.2 Global GDP Driving Growth in Eyewear Industry

4.2.3 Increasing Diabetic Population

4.2.4 Escalating Ageing Population

4.2.5 Rapidly Changing Lifestyle

4.3 Industry Developments

4.3.1 MyDay Daily Disposable Lenses

4.3.2 Biotrue Contact Lenses

4.3.3 Air Optix Colors

4.3.4 Ultra Contact Lens with MoistureSeal Technology

4.4 Challenges

4.4.1 Price Differentiation

4.4.2 Changing Local Conditions

4.4.3 Illegal Novelty Contact Lenses

5. COMPETITIVE LANDSCAPE

5.1 Global Market

5.2 Regional Markets

5.2.1 China

5.2.2 Taiwan

5.2.3 Japan

6. COMPANY PROFILES

6.1 Essilor

6.1.1 Business Overview

6.1.2 Financial Overview

6.1.3 Business Strategies

Growth through Acquisitions

Focus on Innovation

6.2 Luxottica

6.2.1 Business Overview

6.2.2 Financial Highlights

6.2.3 Business Strategies

Vertical Integration

Expansion in Retail Distribution

6.3 Carl Zeiss AG

6.3.1 Business Overview

6.3.2 Financial Highlights

6.3.3 Business Strategies

Environmental Policy

Focus on Research & Development

6.4 Safilo Group

6.4.1 Business Overview

6.4.2 Financial Highlights

6.4.3 Business Strategies

Growth through Market Expansion

Customer Oriented Approach

7. MARKET OUTLOOK

7.1 Market Forecast

7.2 Forecast Methodology

7.2.1 Dependent and Independent Variables

7.2.2 Correlation Analysis

7.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Categorization of Corrective Lenses
Categorization of Contact Lenses
Global Eyewear Industry Revenues -Breakdown by Segments (2013)
Optical and Photochromic Market Volume Comparison (2013)
World Population Owning Sunglasses (2013)
Prescription Sunglasses among Eyeglass Wearers (2013)
Growth of Prescription Lenses vs Sun Lenses (2013)
Penetration Rate of Progressive Lenses (2013)
Penetration Rate of Anti-Reflective Lenses (2013)
Penetration Rate of Thin Lenses (2013)
Penetration Rate of Photochromic Lenses (2013)
Penetration Rate of Prescription Sunglasses (2013)
Penetration Rate of Polarized Lenses (2013)
Global Contact Lens Market Value (2008-2013)
Global Contact Lens Market Outlook by Region (2012-2016)
Global Contact Lens Market Share by Material (2013)
Silicone Hydrogel Lens Penetration (2013)
Global Soft Contact Lens Market Growth (2009-2013)
Global Soft Contact Lens Sales by Category (2013)
Global Soft Contact Lens Sales by Region (2013)
The US Contact Lens Share by Type (2013)
Sales of Lenses by Types in the US (2013)
The US Ophthalmic Lens Sales by Segments (2013)
Ophthalmic Lens Sales in the US by Distribution Channels (2013)
North America Optical & Sunglasses Market by Channel (2013)
Eyewear Market Value in Brazil (2008-2013E)
Eyewear Market Value in Mexico (2008-2013E)
Eyewear Market Value in Argentina (2008-2013E)
Japan - Contact Lens Imports by Country (2013)
Japan - Contact Lens Market Value (2009-2013)
Japan - Contact Lens Imports by Volume (2008-2013)
Japan - Contact Lens Imports by Value (2009-2013)
Japan - Eyewear Market by Value (2008-2018E)
Taiwan Daily Disposable Contact Lens Price Comparison (2013)
Taiwan - Contact Lens Market Value (2009-2013)

China - Contact Lens Market Value (2009-2013)
China - Solution Market Value (2009-2013)
China - Contact Lens Ranking by Brand (2013)
China - Solution Ranking by Brand (2013)
Soft Contact Lenses by Material Types (2009-2013)
Global Urban Population (2007-2013)
Global GDP (2006-2013)
Global GDP per Capita (2008-2013)
Global Diabetic Population (2006-2013)
Ageing Population Worldwide (2005-2013)
Reasons for Wearing Sunglasses by Age Group and Sex (2013)
Plano Sunglasses Market Share by Lens Material (2013)
Global Contact Lens Market Share by Companies (2013)
Global Eyeglass Lens Market Share by Companies (2013)
Chinese Contact Lens Market by Companies (2013)
Chinese Solution Market Share by Companies (2013)
Chinese Contact Lens & Solution Market Share by Companies (2013)
Taiwan Contact Lens Market Share (2013)
Japanese Contact Lens Market Share (2013)
Essilor's Revenue Breakdown by Business Segments (2013)
Essilor's Sales by Region (2013)
Essilor's Sales and Profit (2009-2013)
Luxottica's Sales by Segments (2013)
Luxottica's Sales by Region (2013)
Luxottica's Sales and Profit (2009-2013)
Carl Zeiss' Revenues Share by Segment (2013)
Carl Zeiss' Revenue Share by Region (2013)
Carl Zeiss' Sales and Profit (2009-2013)
Safilo Group's Revenue Share by Segment (2013)
Safilo Group's Revenues Share by Region (2013)
Safilo Group's Sales (2009-2013)
Global Contact Lens Market (2010-2017E)

List Of Tables

LIST OF TABLES

Dependent & Independent Variables (2008–2013)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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