

Sunwear / Sunglasses Segment is Driving the Eyewear Market



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<http://marketpublishers.com>

Sunwear / Sunglasses Segment is Driving the Eyewear Market

Date:	October 1, 2007
Pages:	22
Price:	US\$ 850.00
ID:	S1C32C7E656EN

The worldwide eyewear segment is considered to be a part of the overall Retail Trade Sector. Players within the industry retail a variety of optical merchandise, which includes prescription eyewear, such as glasses, contact lenses and fashion eyewear like sunglasses.

The eyewear retail market has been growing at a low- to midsingle-digit average annual rate over the last few years. The optical segment of the market has also been growing at a similar rate during this period.

However, the sunglasses / sunwear segment of the market has been growing at a midsingle-digit average annual rate (in both dollars and units), with the premium-priced segment growing at more than twice the rate of the rest of the market.

Growth in the sunglasses segment is driven by increasing awareness of both the useful benefits (i.e., eye protection) and trendy appeal of these accessories, the latter of which also contributes to shorter replacement cycles as styles change frequently and growing occurrence of buying multiple sunglasses for different occasions.

The report focuses on the global eyewear industry – its size, growth rate, trends, growth drivers, etc. The U.S eyewear market has been covered separately in the report which includes data on the U.S sunwear market. It also covers a separate section on brand portfolio of different eyewear manufacturers / retailers.

The report profiles most of the major industry players, including their financial information, SWOT analysis and key business strategies.

Table of Content

1. INDUSTRY DEFINITION AND NAICS CLASSIFICATION

2. GLOBAL EYEWEAR INDUSTRY

2.1 Market Size

2.1.1 Global Eyewear Wholesale Market

2.2 Geographical Segmentation

2.2.1 North America

2.2.2 Europe

2.2.3 Asia

2.2.4 Rest of World

2.3 Growth Drivers

2.4 Market Trends

2.4.1 Licensing Agreements

2.4.2 Delocalization of Manufacturing Operations

2.5 Distribution Network

3. US EYEWEAR INDUSTRY

- 3.1 Eyeglass Frames Market
- 3.2 Top 10 U.S. Eyewear Retailers
- 3.3 Sunglass Sales by Channel

4. BRAND PORTFOLIO OF LEADING EYEWEAR MANUFACTURERS / RETAILERS

- 4.1 Luxottica
- 4.2 Marchon
- 4.3 Marcolin
- 4.4 Safilo
- 4.5 Viva International

5. ANALYSIS OF LEADING EYEWEAR MANUFACTURERS / RETAILERS

- 5.1 Luxottica
 - 5.1.1 Company Profile
 - 5.1.2 Financial Snapshot
 - 5.1.3 SWOT Analysis
 - 5.1.4 Business Strategies
- 5.2 Safilo
 - 5.2.1 Company Profile
 - 5.2.2 Financial Snapshot
 - 5.2.3 SWOT Analysis
 - 5.2.4 Business Strategies
- 5.3 Marchon
 - 5.3.1 Company Profile
- 5.4 Marcolin
 - 5.4.1 Company Profile
 - 5.4.2 Financial Snapshot
- 5.5 Viva International
 - 5.5.1 Company Profile

LIST OF TABLES

- Table 1.1: SIC Classification
- Table 2.1: Distribution Network
- Table 2.2: Sales and Market Share of Leading Ten Eyewear Retailers
- Table 4.1: Brand Portfolio
- Table 5.1: Luxottica: Financial Snapshot
- Table 5.2: Safilo Group: Financial Snapshot
- Table 5.2: Marcolin: Financial Snapshot

LIST OF FIGURES

- Figure 2.1: Global Eyewear Wholesale Market (2004-08)
- Figure 2.2: Geographic Breakdown of Eyewear Market
- Figure 2.3: Number of Opticians Stores (2002 - 06)
- Figure 3.1: US Eyeglass Frames Market by Retail Price Point
- Figure 3.2: US Sunglass Retail Market
- Figure 3.3: US Sunglass Retail Market – Sales by Channel

I would like to order:

Product name: Sunwear / Sunglasses Segment is Driving the Eyewear Market
Product link: <http://marketpublishers.com/r/S1C32C7E656EN.html>
Product ID: S1C32C7E656EN
Price: US\$ 850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service: office@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click 'BUY NOW' button on product page <http://marketpublishers.com/r/S1C32C7E656EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
E-mail:
Company:
Address:
City:
Zip/Post Code:
Country:
Tel:
Fax:
Your message:

* All fields are required

Customer Signature _____

Please, note that by ordering from MarketPublisher.com you are agreeing to our Terms & Conditions at http://marketpublishers.com/docs/terms_conditions.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to **+44 20 7900 3970**