Eyewear Market (Spectacles, Contact Lenses, Plano Sunglasses) - Global Industry Analysis, Size, Share, Growth and Forecast, 2012 - 2018

Description: Increasing usage and acceptance of eyewear products in general, and prescription eyewear in particular, is a critical driver for market growth. 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. Plano sunglasses, which are sunglasses fitted with non-Rx lenses, provide protection for the eyes against harmful UV radiation. These non-prescription products are expected to witness lower demand in the organized sector in developing geographies; however, they contribute largely to the overall revenue due to high retail prices.

Spectacles enjoy widespread global popularity owing to high degree of penetration in developing and developed economies alike. Due to lifestyle changes, which involve increasing formal employment and extensive usage of computers, the number of individuals using corrective eyewear is also on the incline. Contact lenses are gaining user acceptance due to increased awareness and convenience of use. Daily disposable and weekly disposable contact lenses are expected to be the preferred modality, due to their cost effectiveness and low dependency on eye care products.

The low availability of eyesight testing centers and eye examinations in developing regions has resulted in lower penetration of eyewear products in these geographies. This could emerge as a viable opportunity for market players, as healthcare services are essential for the prescription and renewal of corrective eyewear.

This report studies and analyzes the global eyewear market based on the available product types, the distribution channels employed, and geographical segmentation, which consists of North America, Europe, Asia Pacific, and the Rest of the World (RoW) region. The study also provides an in-depth analysis of the various factors driving and restraining the eyewear market, as well as the potential opportunities for all the stakeholders involved.

Key players in this market include Johnson & Johnson, CooperVision, Bausch & Lomb, CIBA Vision, Luxottica, Safilo, and Essilor among others.

The report segments the global eyewear market as:

- Eyewear Market, by Product Type:
  - Spectacles
    - Spectacle lenses
    - Spectacle frames
  - Contact Lenses
  - Plano Sunglasses

- Eyewear Market, by Geography:
  - North America
  - Europe
  - Asia Pacific
  - Rest of the World (RoW)

- Eyewear Market, by Distribution Channel:
  - Retail outlets
  - Healthcare service providers
  - Online portals

Contents:

Chapter 1 Preface
  1.1 Research Description
  1.2 Research Methodology

Chapter 2 Executive Summary
Chapter 3 Market Overview
3.1 Introduction
3.2 Value chain analysis
3.3 Market Drivers
  3.3.1 Wearer base expansion
  3.3.2 High renewal rate of lenses
  3.3.3 Increasing disposable income
3.4 Market Restraints
  3.4.1 Increasing refractive surgeries
3.5 Market Opportunities
  3.5.1 Large population with uncorrected vision
  3.5.2 Unaffordable/Unavailable testing
3.6 Porter's Five Forces Analysis
  3.6.1 Bargaining Power of Suppliers
  3.6.2 Bargaining Power of Buyers
  3.6.3 Threat of New Entrants
  3.6.4 Threat from Substitutes
  3.6.5 Degree of Competition
3.7 Eyewear: market attractiveness analysis
3.8 Eyewear: company market share analysis

Chapter 4 Eyewear Market, By Product Type
4.1 Global Eyewear Market: product overview
4.1.1 Global eyewear market volume share, by product type, 2011 – 2018, (million units)
4.2 Eyewear Market, By Product Type
  4.2.1 Spectacles
    4.2.1.1 Spectacle Lenses
      4.2.1.1.1 Global spectacle lenses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
    4.2.1.2 Spectacle Frames
      4.2.1.2.1 Global spectacle frames market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
    4.2.2 Contact Lenses
      4.2.2.1 Soft contact lenses vs. Rigid contact lenses
      4.2.2.2 Global contact lenses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
      4.2.3 Plano Sunglasses
      4.2.3.1 Global plano sunglasses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)

Chapter 5 Eyewear Market, By Geography
5.1 Global Eyewear market: geographical overview
5.1.1 Eyewear volume share, by geography, 2011 – 2018, (million units)
5.2 North America
  5.2.1 North America eyewear market, 2011 – 2018, (USD Million) (million units)
  5.2.2 North America eyewear market by product type, 2011 – 2018
      5.2.2.1 North America spectacle lenses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
      5.2.2.2 North America spectacle frames market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
      5.2.2.3 North America contact lenses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
      5.2.2.4 North America plano sunglasses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
5.3 Europe
  5.3.1 Europe eyewear market, 2011 – 2018, (USD Million) (million units)
5.4 APAC
  5.4.1 APAC eyewear market, 2011 – 2018, (USD Million) (million units)
  5.4.2 APAC eyewear market by product type, 2011 – 2018
5.4.2.3 APAC contact lenses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
5.4.2.4 APAC plano sunglasses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
5.5 RoW
5.5.1 RoW eyewear market, 2011 – 2018, (USD Million) (million units)
5.5.2 RoW mobile wallet market by product type, 2011 – 2018
5.5.2.1 RoW spectacle lenses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
5.5.2.2 RoW spectacle frames market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
5.5.2.3 RoW contact lenses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)
5.5.2.4 RoW plano sunglasses market, volumes and revenues, 2011 – 2018, (USD Million) (million units)

Chapter 6 Eyewear Market, By Distribution Channel
6.1 Retail Outlets
6.2 Healthcare Service Providers
6.3 Online Portals

Chapter 7 Company Profiles
7.1 Luxottica Group S.p.A
7.1.1 Company overview
7.1.2 Financial Overview
7.1.3 Business strategy
7.1.4 SWOT analysis
7.1.5 Recent developments
7.2 Safilo Group
7.2.1 Company overview
7.2.2 Financial overview
7.2.3 Business strategy
7.2.4 SWOT analysis
7.2.5 Recent developments
7.3 Essilor International
7.3.1 Company overview
7.3.2 Financial overview
7.3.3 Business strategy
7.3.4 SWOT analysis
7.3.5 Recent developments
7.4 Johnson & Johnson Vision Care
7.4.1 Company overview
7.4.2 Financial overview
7.4.3 Business strategy
7.4.4 SWOT analysis
7.4.5 Recent developments
7.5 Carl Zeiss AG
7.5.1 Company overview
7.5.2 Financial overview
7.5.3 Business strategy
7.5.4 SWOT analysis
7.5.5 Recent developments
7.6 CooperVision
7.6.1 Company overview
7.6.2 Financial overview
7.6.3 Business strategy
7.6.4 SWOT analysis
7.6.5 Recent developments
7.7 Bausch & Lomb
7.7.1 Company overview
7.7.2 Business strategy
7.7.3 SWOT analysis
7.7.4 Recent developments
7.8 Marchon Eyewear
7.8.1 Company overview
7.8.2 Financial overview
7.8.3 Business strategy
7.8.4 SWOT analysis
7.8.5 Recent developments
7.9 Fielmann AG
7.9.1 Company overview
7.9.2 Financial overview
7.9.3 Business strategies
7.9.4 SWOT analysis
7.9.5 Recent developments
7.10 De Rigo S.p.A
7.10.1 Company overview
7.10.2 Financial overview
7.10.3 Business strategy
7.10.4 SWOT analysis
7.10.5 Recent developments
7.11 Hoya Corporation
7.11.1 Company overview
7.11.2 Business strategy
7.11.3 SWOT analysis
7.11.4 Recent developments
7.12 CIBA Vision Inc.
7.12.1 Company Overview
7.12.2 Financial overview
7.12.3 Business strategies
7.12.4 SWOT analysis
7.12.5 Recent developments
7.13 Vision Express
7.13.1 Company overview
7.13.2 Business strategy
7.13.3 SWOT analysis
7.13.4 Recent developments
7.14 Specsavers Optical Group Ltd.
7.14.1 Company overview
7.14.2 Business strategy
7.14.3 SWOT analysis
7.14.4 Recent developments

List of Figures

FIG. 1 Global eyewear market, 2011 – 2018, (USD Million) (Million units)
FIG. 2 Eyewear: Value chain analysis
FIG. 3 Share of aging population, 2011
FIG. 4 Lens: Frame Ratio, 2012
FIG. 5 Vision Correction Statistics, 2012
FIG. 6 Porter's five forces analysis
FIG. 7 Eyewear: market attractiveness analysis, 2011
FIG. 8 Contact lenses: company market share analysis, 2011
FIG. 9 Spectacle lenses: company market share analysis, 2011
FIG. 10 Global eyewear market, by product type, 2011 – 2018, (million units)
FIG. 11 Global spectacle lenses market, 2011 – 2018, (USD Million) (million units)
FIG. 12 Global spectacle frames market, 2011 – 2018, (USD Million) (million units)
FIG. 13 Global market share of contact lenses by material classes, 2010
FIG. 14 Global contact lenses market, 2011 – 2018, (USD Million) (million units)
FIG. 15 Global plano sunglasses market, 2011 – 2018, (USD Million) (million units)
FIG. 16 Global eyewear volume share, by geography, 2011 – 2018, (million units)
FIG. 17 North America eyewear market, 2011 – 2018, (USD Million) (million units)
FIG. 18 North America spectacle lenses market, 2011 – 2018, (USD Million) (million units)
FIG. 19 North America spectacle frames market, 2011 – 2018, (USD Million) (million units)
FIG. 20 North America contact lenses market, 2011 – 2018, (USD Million) (million units)
FIG. 21 North America plano sunglasses market, 2011 – 2018, (USD Million) (million units)
FIG. 22 Europe eyewear market, 2011 – 2018, (USD Million) (million units)
FIG. 23 Europe spectacle lenses market, 2011 – 2018, (USD Million) (million units)
FIG. 24 Europe spectacle frames market, 2011 – 2018, (USD Million) (million units)
FIG. 25 Europe contact lenses market, 2011 – 2018, (USD Million) (million units)
FIG. 26 Europe plano sunglasses market, 2011 – 2018, (USD Million) (million units)
FIG. 27 APAC eyewear market, 2011 – 2018, (USD Million) (million units)
List of Tables

TABLE 1 Drivers for eyewear market: Impact Analysis
TABLE 2 Restraints for the eyewear market: Impact Analysis
TABLE 3 Key reasons for choosing refractive surgery

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