Global Eyewear Market Size, Market Share, Application Analysis, Regional Outlook, Growth Trends, Competitive Scenario And Forecasts, 2012 To 2020

Description:
Rise in the number of visual deficiencies and growing population are expected to drive the eyewear market over the forecast period. Increasing awareness for regular eye examinations is expected to fuel contact lenses and spectacles demand. Additionally, growth in disposable income is estimated to impact the industry positively over the next six years. Wide acceptance of laser surgeries may restrict demand for spectacles; however, it is expected to drive demand for plano sunglasses. Growing urbanization and lifestyle changes are expected to drive the eyewear market for the forecast period. Rise in internet trading and popularity of daily disposable lenses are also expected to be key market drivers. Spreading awareness for frequent eye examinations and increasing the availability of test centers in rural markets is expected to provide new opportunities to industry participants. The global eyewear market is expected to be USD 142.18 billion by 2020. Market participants have adopted various strategies such as effective distribution channel and vertical integration to increase profitability.

Product Insights
The eyewear market was 2,750.3 million units in 2012, and is estimated to exceed 3,500 million units by 2020, growing at CAGR of 3.2% for the next six years. Key eyewear products are plano sunglasses, spectacles and contact lenses. Contact lenses are used as an alternative to spectacles and also for cosmetic reasons. Contact lenses can be segmented into soft and rigid gas permeable (RGP). Soft contact lenses are easy to use and comfortable; they allow more oxygen to pass through the user's cornea. RGP lenses are gradually phasing out due to benefits offered by their alternatives. RGP lenses provide cleaner vision and higher durability, and are primarily used for correcting corneal defects. Spectacles lenses and frames dominated the eyewear market with over half of the total shipments; they also contributed notably to revenue in 2012. The growth in demand for lenses is expected to continue over the next six years. Plano sunglasses segment is expected to grow significantly at a CAGR of 8.1% over the forecast period. Demand for high-end sunglasses is the key factor for high revenue generation. Polarized sunglasses accounted for 20% of shipments in 2012. CR-39 expected to remain the largest lens material segment.

Regional Insights
North America dominated eyewear demand, with over 30% of the overall market share in 2012. Products such as sunglasses and contact lenses have high demand in the region owing to awareness among end users. The European region dominated revenue generation, and accounted for over 40% of the market in 2012. Asia Pacific is estimated to grow at a rapid rate over the forecast period. The average selling prices of eyewear are comparatively lower in the region, and it accounted for nearly 20% of the global revenue in 2012.

Contents:
Table of Contents
Chapter 1 Executive Summary
1.1 Eyewear – Industry Summary & Critical Success Factors (CSFs)
Chapter 2 Eyewear Industry Outlook
2.1 Market Segmentation
2.2 Market Size and Growth Prospects
2.3 Eyewear Value Chain Analysis
2.4 Eyewear Market Dynamics
2.5 Key Opportunities Prioritized
2.6 Industry Analysis – Porter's
2.7 Eyewear – Company Market Share Analysis
2.8 Eyewear – PESTEL Analysis
Chapter 3 Eyewear Product Outlook
3.1 Spectacles
3.1.1 Spectacle Frames
3.1.2 Spectacle Lenses
3.2 Contact Lenses
3.3 Plano Sunglasses
3.3.1 Plano Sunglasses Product Outlook
3.3.1.1 Polarized Sunglasses
3.3.1.2 Non-Polarized Sunglasses
3.3.2 Plano Sunglasses Material Outlook
3.3.2.1 CR-39
3.3.2.2 Polyurethane
3.3.2.3 Polycarbonate
3.3.2.4 Others
Chapter 4 Eyewear Regional Outlook
4.1 North America
4.2 Europe
4.3 Asia Pacific
4.4 RoW
Chapter 5 Competitive Landscape
5.1 Revenue Analysis
5.2 Product Benchmarking
5.3 Strategic Developments
Chapter 6 Methodology & Scope
6.1 Research Methodology
6.2 Research Scope & Assumptions
6.3 List of Data Sources
Companies analyzed in Chapter 5
1) Johnson & Johnson
2) CIBA Vision
3) CooperVision
4) Bausch & Lomb
5) Essilor
6) Carl Zeiss
7) Hoya Corporation
8) Shamir
9) Rodenstock
10) Seiko Corp.
11) Luxottica Group S.p.A.
12) Safilo Group S.p.A.
13) Marchon Eyewear
14) Marcolin Eyewear
15) Charmant Group
16) De Rigo SpA
17) Fielmann AG
Silhouette International

List of Tables

Eyewear – Industry Summary & Critical Success Factors (CSFs)
   Global Eyewear Market (Volume & Revenue), 2012 – 2020
   Global Eyewear Market Volume by Region (Million Units), 2012 – 2020
   Global Eyewear Market Revenue by Region (USD Million), 2012 – 2020
   Global Eyewear Market Volume by Product (Million Units), 2012 – 2020
   Global Eyewear Market Revenue by Product (USD Million), 2012 – 2020
   Global spectacles demand (Volume & Revenue), 2012 – 2020
   Global spectacles lenses demand by region (Volume), 2012 – 2020
   Global spectacles lenses demand by region (Revenue), 2012 – 2020
   Global spectacles frames demand by region (Volume), 2012 – 2020
   Global spectacles frames demand by region (Revenue), 2012 – 2020
   Global contact lenses demand (Volume & Revenue), 2012 – 2020
   Global contact lenses demand by region (Volume), 2012 – 2020
   Global contact lenses demand by region (Revenue), 2012 – 2020
   Global plano sunglasses demand (Volume & Revenue), 2012 – 2020
   Global plano sunglasses demand by region (Volume), 2012 – 2020
   Global plano sunglasses demand by region (Revenue), 2012 – 2020
   Global polarized sunglasses demand by region (Volume), 2012 – 2020
   Global polarized sunglasses demand by region (Revenue), 2012 – 2020
   Global non-polarized sunglasses demand by region (Volume), 2012 – 2020
   Global non-polarized sunglasses demand by region (Revenue), 2012 – 2020
   Global CR-39 sunglasses demand by region (Volume), 2012 – 2020
   Global CR-39 sunglasses demand by region (Revenue), 2012 – 2020
   Global polycarbonate sunglasses demand by region (Volume), 2012 – 2020
   Global polycarbonate sunglasses demand by region (Revenue), 2012 – 2020
   Global polyurethane sunglasses demand by region (Volume), 2012 – 2020
   Global polyurethane sunglasses demand by region (Revenue), 2012 – 2020
   Global plano sunglasses demand for other lenses by region (Volume), 2012 – 2020
Global plano sunglasses demand for other lenses by region (Revenue), 2012 – 2020
North America eyewear market by product (Volume), 2012 – 2020
North America eyewear market by product (Revenue), 2012 – 2020
Europe eyewear market by product (Volume), 2012 – 2020
Europe eyewear market by product (Revenue), 2012 – 2020
Asia Pacific eyewear market by product (Volume), 2012 – 2020
Asia Pacific eyewear market by product (Revenue), 2012 – 2020
RoW eyewear market by product (Volume), 2012 – 2020
RoW eyewear market by product (Revenue), 2012 – 2020

List of Figures

Eyewear Market Segmentation
Global Eyewear Market (Volume & Revenue), 2012 – 2020
Eyewear Value Chain Analysis
Eyewear Market Dynamics
Eyewear Company Market Share Analysis, 2012
Key Opportunities Prioritized
Industry Analysis – Porter's
Eyewear PESTEL Analysis, 2012
Eyewear market share by product, 2012 & 2020
Global spectacle lenses market demand (Volume & Revenue), 2012 – 2020
Global spectacle frames market demand (Volume & Revenue), 2012 – 2020
Global contact lenses market demand (Volume & Revenue), 2012 – 2020
Global plano sunglasses market demand (Volume & Revenue), 2012 – 2020
Eyewear market share by region, 2012 & 2020
North America eyewear market volume, by product, 2012 – 2020
North America eyewear market revenue, by product, 2012 – 2020
Europe eyewear market volume, by product, 2012 – 2020
Europe eyewear market revenue, by product, 2012 – 2020
Asia Pacific eyewear market volume, by product, 2012 – 2020
Asia Pacific eyewear market revenue, by product, 2012 – 2020
RoW eyewear market volume, by product, 2012 – 2020
RoW eyewear market revenue, by product, 2012 – 2020

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