
Description: Scope of the Report

The report titled “European Eyewear Market: Trends and Opportunities (2015-2019)”, analyzes the potential opportunities and significant trends in the European eyewear industry and the individual markets of Italy, Germany, France, Switzerland and Austria. The market size and forecast in value terms for the European eyewear market has been provided for the period 2015 to 2019, considering 2014 as the base year. The report provides detailed analysis of the European eyewear market sizing and future growth by type for the period 2010-2014. The sunglasses segment is expected to be the fastest growing segment for the next 5 years, due to increasing fashion trends.

Country analysis has been done for the European eyewear markets of Italy, Germany, France, Switzerland and Austria, both in value and volume terms. The optical retail markets of the European countries have also been assessed in the report. And the report also profiles key market players such as Essilor, Fielmann, Luxottica, Grand Vision and Safilo Group on the basis of attributes such as company overview, recent developments, strategies adopted by the market leaders to ensure growth, sustainability, financial overview and recent developments.

Country Coverage
- Italy
- Germany
- France
- Switzerland
- Austria

Company Coverage
- Essilor International
- Fielmann AG
- Luxottica Group
- Grand Vision
- Safilo Group

Executive Summary

The European eyewear market consists of prescription glasses, sunglasses, contact lenses and ready-readers. The European eyewear market has been showing tremendous growth potential since past several years. The major factors driving this market are 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 upsurge. 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 European eyewear growth is underpinned by structural growth drivers, such as ageing of the population, a still underpenetrated vision correction market and growth that is likely to be enhanced by lifestyle changes, as more affluent and educated consumers require more support for weakening vision.

Due to lifestyles changes people are getting eye defects at an early age and even children are getting affected by eye defects at early age. Early entry of children into the corrective eyewear domain as well as aging population is also expected to positively impact the eyewear demand in the European markets. The evolution of eyewear as a fashion accessory, and the trend of owning multiple pairs of eyewear as customers move towards viewing spectacles as a multi-unit purchase item similar to other accessories, tends to shorten the repurchase cycle of the eyewear. This shortening increases with rising disposable income and consumer confidence levels.
6.5.1 Fragmentation Level in Austria Eyewear Market
6.5.2 Austria Eyewear Market by Value: Actual & Forecast
6.5.3 Austria Eyewear Market by Volume: Actual & Forecast
6.5.4 State of Optical Shops in Austria Eyewear Market

7. Market Dynamics: European Eyewear Market

7.1 Growth Drivers
7.1.1 Eyewear Demand Strongly Related to GDP per Capita
7.1.2 Scope of Vision Correction
7.1.3 Increasing Ageing Population
7.1.4 Contact Lens Penetration
7.1.5 Increasing Fashion Content of Frames
7.1.6 Rapidly Changing Lifestyle
7.1.7 Innovations and Increasing Penetrations Driving Growth
7.2 Challenges
7.2.1 Price Differentiation
7.2.2 Changing Local Conditions
7.2.3 Illegal Novelty Contact Lenses
7.3 Market Trends
7.3.1 Trading Up Potential
7.3.2 Growing Demand for Kids Sunglasses
7.3.3 Innovative Designs & Fashion Statement
7.3.4 Increased Usage of Silicone Hydrogel
7.3.5 Varifocals to Replace Bifocal Lenses

8. Competitive Landscape: European Eyewear Market

9. Company Profiles: European Eyewear Market
9.1 Essilor
9.1.1 Business Overview
9.1.2 Financial Overview
9.1.3 Business Strategy
9.2 Fielmann
9.2.1 Business Overview
9.2.2 Financial Overview
9.2.3 Business Strategy
9.3 Luxottica
9.3.1 Business Overview
9.3.2 Financial Overview
9.3.3 Business Strategy
9.4 Grand Vision
9.4.1 Business Overview
9.4.2 Financial Overview
9.4.3 Business Strategy
9.5 Safilo Group
9.5.1 Business Overview
9.5.2 Financial Business
9.5.3 Business Strategy

List of Figures and Tables

Figure 1: Types of Eyewear
Figure 2: Classification of Eyewear Product Offering
Figure 3: Types of Corrective Lenses
Figure 4: Types of Prescription Glasses
Figure 5: Type of Contact Lenses
Figure 6: Types of Sunglasses
Figure 7: Types of Lenses
Figure 8: Number of People Suffering from Presbyopia in Europe; 2013-2020
Figure 9: Number of People Suffering from Myopia in Europe; 2013-2020
Figure 10: Number of People per Certified Optician in Europe in 2013
Figure 11: Penetration Rate of Eyewear in Europe; 2013
Figure 12: Europe- Penetration Rate of Contact Lenses by Country in 2013
Figure 13: Penetration Rate of Photochromic Lenses; 2013
Figure 14: Penetration Rate of Progressive Lenses; 2013
Figure 15: Penetration Rate of Anti-Reflective Lenses; 2013
Figure 16: Penetration Rate of Polarized Lenses; 2013
Figure 17: Online Optical Development in European Countries; 2012-2017
Figure 18: Penetration Rate of Online Optical Retail in European Countries; 2014
Figure 19: Repurchase Cycle in Major European Countries; 2014
Figure 20: European Eyewear Market by Value; 2012-2014 (US$ Billion)
Figure 21: European Eyewear Market by Value Forecast; 2015-2019 (US$ Billion)
Figure 22: Europe Eyewear Market by Volume; 2013-2014 (Million Frames)
Figure 23: European Eyewear Market by Volume Forecast; 2015-2019 (Million Frames)
Figure 24: Europe Sunglasses Market by Value; 2004-2014 (US$ Billion)
Figure 25: Europe Sunglasses Market by Value Forecast; 2015-2019 (US$ Billion)
Figure 26: Europe Soft Contact Lenses Market by Value; 2012-2014 (US$ Billion)
Figure 27: Europe Soft Contact Lenses Market by Value Forecast; 2015-2019 (US$ Billion)
Figure 28: Europe Eyewear Frames Market Share; 2013 (Retail Sales in US$ Million)
Figure 29: Europe Eyewear Market Share by Product Offerings
Figure 30: Europe Readymade Reading Glasses by Countries (US$ Million)
Figure 31: Fragmentation Level in Italian Eyewear Market in 2012
Figure 32: Italy Eyewear Domestic Market Size by Value; 2009-2014 (US$ Million)
Figure 33: Italy Eyewear Domestic Market by Value Forecast; 2015-2019 (US$ Million)
Figure 34: Italy Eyewear Export Market by Value; 2009-2014 (US$ Million)
Figure 35: Italy Eyewear Export Market by Value Forecast; 2015-2019 (US$ Million)
Figure 36: Italy Eyewear Export Market Share; 2014
Figure 37: Italy Eyewear Import Market by Value; 2009-2014 (US$ Million)
Figure 38: Italy Eyewear Import Market by Value Forecast; 2015-2019 (US$ Million)
Figure 39: Italy Eyewear Market Output by Value; 2009-2014 (US$ Million)
Figure 40: Italy Eyewear Market Output by Value Forecast; 2015-2019 (US$ Million)
Figure 41: Vision Correction Usage in Italy; 2014
Figure 42: Fragmentation Level in German Eyewear Market in 2012
Figure 43: Germany Eyewear Market by Value; 2010-2014 (US$ Billion)
Figure 44: Germany Eyewear Market by Value Forecast; 2015-2019 (US$ Billion)
Figure 45: Germany Eyewear Market by Volume; 2010-2014 (Unit Sales in Million)
Figure 46: Germany Eyewear Market by Volume Forecast; 2015-2019 (Unit Sales in Million)
Figure 47: Number of Optical Shops in Germany; 2010-2014
Figure 48: Vision Correction Usage in Germany; 2014
Figure 49: Fragmentation Level in France Eyewear Market; 2014
Figure 50: France Eyewear Market by Value; 2013-2014 (US$ Billion)
Figure 51: France Eyewear Market by Value Forecast; 2015-2019 (US$ Billion)
Figure 52: Vision Correction Usage in France; 2014
Figure 53: Fragmentation Level in Switzerland Eyewear Market; 2014
Figure 54: Switzerland Eyewear Market Size by Value; 2010-2014 (US$ Billion)
Figure 55: Switzerland Eyewear Market Size by Value Forecast; 2015-2019 (US$ Billion)
Figure 56: Switzerland Eyewear Market Size by Volume; 2010-2014 (Unit Sales in Million)
Figure 57: Switzerland Eyewear Market Size by Volume Forecast; 2015-2019 (Unit Sales in Million)
Figure 58: Number of Optical Shops in Switzerland
Figure 59: Fragmentation Level in Austria Eyewear Market; 2014
Figure 60: Austria Eyewear Market by Value; 2010-2014 (US$ Billion)
Figure 61: Austria Eyewear Market by Value Forecast; 2015-2019 (US$ Billion)
Figure 62: Austria Eyewear Market by Volume; 2010-2014 (Unit Sales in Million)
Figure 63: Austria Eyewear Market by Volume Forecast; 2015-2019 (Unit Sales in Million)
Figure 64: Number of Optical Shops in Austria
Figure 65: GDP per Capita & No. of Spectacles per Person; 2014
Figure 66: Scope for Eye Correction in Europe; 2014 (% of Exam Patients)
Figure 67: Ageing Population in Europe Countries; 2014 (% of total population)
Figure 68: Vision Correction and Contact Lens Penetration in Europe; 2014
Figure 69: Penetration Levels in Value Added Products (Global Volume, Million); 1990-2030
Figure 70: CAGR of Value Added Products; 2010-2030
Figure 71: Trading Up Potential in Western Europe; Average Price Paid; 2014 (EURO)
Figure 72: Essilor Revenue; 2009-2013 (US$ Million)
Figure 73: Essilor Revenue Breakdown by Business Segments
Figure 74: Essilor Lenses and Optical Instruments Revenue Breakdown by Region
Figure 75: Fielmann Net Sales; 2010-2014 (US$ Million)
Figure 76: Fielmann Revenue Breakdown by Business Segments
Figure 77: Luxottica Net Sales; 2009-2013 (US$ Million)
Figure 78: Luxottica Retail Net Sales by Geographic Area; 2014
Figure 79: Luxottica Net Revenue Breakdown by Business Segments; 2014
Figure 80: Grand Vision Net Sales; 2010-2014 (US$ Million)
Figure 81: Grand Vision Number of Stores
Figure 82: Grand Vision Revenue Breakdown by Region
Figure 83: Safilo Product Split; 2014
Figure 84: Safilo Net Sales; 2010-2014 (US$ Million)
Figure 85: Safilo Net Sales Distribution Channel; 2014
Figure 86: Safilo Net Sales by Geography; 2014
Table 1: Vision Correction Usage in European Countries
Table 2: Europe Eyewear Industry Competitive Landscape; 2014

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3308561/](http://www.researchandmarkets.com/reports/3308561/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3308561/
Office Code: SCISIJ8J

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
<th>Valid Until</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 722</td>
<td></td>
</tr>
<tr>
<td>Single User</td>
<td></td>
<td></td>
</tr>
<tr>
<td>USD 850</td>
<td>Until 31st May 2016</td>
<td></td>
</tr>
<tr>
<td>Hard Copy</td>
<td>USD 808 + USD 58 Shipping/Handling</td>
<td>Until 31st May 2016</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 1445</td>
<td></td>
</tr>
<tr>
<td>Enterprisewide</td>
<td>USD 1700</td>
<td>Until 31st May 2016</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ____________________________________________ Last Name: ____________________________
Email Address: * _______________________________________
Job Title: ____________________________________________
Organisation: _________________________________________
Address: _____________________________________________
City: _________________________________________________
Postal / Zip Code: ____________________________________
Country: _____________________________________________
Phone Number: _________________________________________
Fax Number: __________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World