Global Eyewear Market 2016-2020

Description: About the Eyewear Market

The global eyewear market is driven by the high prevalence of eyesight disorders and increase in demand for discretionary eyewear. Approximately 75% of the population in APAC and 35% in Europe have some form of myopia or hyperopia. Changing dietary habits and increased amounts of time spent playing video games, watching television, and in front of computers at work can affect eyesight. In developed markets such as the US, Germany, the UK, France, Italy, Spain, and Japan, the consumption of discretionary items is increasing because of the availability of a wide variety of styles, colors, and features in products, and the influence of celebrity styles.

Based on the product offerings of the major global eyewear retail players, the products in the market can be categorized into three: eyeglasses, sunglasses, and contact lenses. Eyeglasses can be categorized into the following sub-segments: frames and lenses.

The analysts forecast the global eyewear market to grow at a CAGR of 7.18% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global eyewear market for 2016-2020. To calculate the market size, the report considers revenue generated from the retail sales of the following eyewear products:

- Eyeglasses
- Sunglasses
- Contact lenses

The market is divided into the following segments based on geography:

- APAC
- Europe
- North America
- ROW

The report, Global Eyewear Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Alcon
- Essilor
- Johnson & Johnson Vision Care
- Luxottica
- Safilo

Other prominent vendors

- Alexander McQueen
- Charmant
- CIBA Vision
- CooperVision
- De Rigo Vision
- Fielmann
- Lanvin
- Marchon Eyewear
- Marcolin Eyewear
- Maui Jim
- Michael Kors
- Pivothead
- Prada
- Revo
Market drivers
- High prevalence of eyesight disorders
- For a full, detailed list, view the full report

Market challenges
- Rise in adoption of refractive eye surgery
- For a full, detailed list, view the full report

Market trends
- Eyewear as fashion products
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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- Japan
- Germany

PART 10: Market drivers
- High prevalence of eyesight disorders
- Increase in disposable income among emerging middle class
- Product innovations through technological advances
- Rise in demand for discretionary eyewear
- Rise in aging population
- Rise in demand from emerging markets

PART 11: Impact of drivers

PART 12: Market challenges
- Rise in adoption of refractive eye surgery
- Threat from counterfeit products
- Lack of awareness in low-income regions
- Concern about the ill-effects of eyewear products on health

PART 13: Impact of drivers and challenges

PART 14: Market trends
- Eyewear as fashion products
- Expanding distribution channels and social media marketing
- Awareness programs
- Increasing implementation of product bundling strategy
- Demand for premium eyewear, personalized services, and loyalty programs

PART 15: Vendor landscape
- Competitive scenario
- Vendor share analysis
- Alcon
- Essilor
- Johnson & Johnson Vision Care
- Luxottica
- Safilo
- Other prominent vendors

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