Global Eyewear Market 2016-2020

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
- Specsavers Optical
- Tag Heuer
- Vision Express
- Walmart

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?

You can request one free hour of our analyst's time when you purchase this market report. Details are provided within the report.

Contents:

PART 01: Executive summary
- Highlights

PART 02: Scope of the report
- Market overview
- Top-vendor offerings

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights

PART 05: Market landscape
- Market overview
- Five forces analysis

PART 06: Market segmentation by product type
- Segmentation of global eyewear market by product type
  - Global eyeglasses market
  - Global sunglasses market
  - Global contact lenses market

PART 07: Market segmentation by demography
- Segmentation of global eyewear market by demography

PART 08: Geographical segmentation
- Segmentation of global eyewear market by geography

PART 09: Key leading countries
- US
- China
- 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

PART 16: Appendix
- List of abbreviations

PART 17: About the Author

List of Exhibits
Exhibit 01: Product offerings
Exhibit 02: Eyewear retail market
Exhibit 03: Global eyewear market 2015-2020 ($ billions)
Exhibit 04: Global eyewear market 2015-2020 (billions of units)
Exhibit 05: Global eyewear market: Growth rate comparison of revenue and volume 2015-2020
Exhibit 06: Global B2C e-commerce industry
Exhibit 07: Global B2C e-commerce market 2015-2020 ($ trillions)
Exhibit 08: Global Internet penetration rates 2014
Exhibit 09: Global mobile phone penetration rate 2013
Exhibit 10: Global digital buyers 2011-2015 (millions)
Exhibit 11: Top 10 countries in terms of per capita annual digital spending 2015 ($)
Exhibit 12: Five forces analysis
Exhibit 13: Global eyewear market by product type
Exhibit 14: Global eyewear market by product type 2015 and 2020 (share of revenue)
Exhibit 15: Global eyewear market by product type 2015-2020 ($ billions)
Exhibit 16: Global eyewear market by product type 2015 and 2020 (share of volume)
Exhibit 17: Global eyewear market by product type 2015-2020 (billions of units)
Exhibit 18: Global eyeglasses market 2015-2020 ($ billions)
Exhibit 19: Global eyeglasses market 2015-2020 (billions of units)
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.

- **Product Name:** Global Eyewear Market 2016-2020
- **Web Address:** [http://www.researchandmarkets.com/reports/3752440/](http://www.researchandmarkets.com/reports/3752440/)
- **Office Code:** SCH3G8N9

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td></td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td></td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td></td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td></td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland</td>
</tr>
</tbody>
</table>

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