

Spectacles in India

August 2023

Table of Contents

Spectacles in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued positive category growth for 2023, due to increase in dependence on digital devices
Brands spread awareness of vision care in collaboration with government and non-profit organisations
Increasing perception of spectacle frames as a fashion accessory

PROSPECTS AND OPPORTUNITIES

New technological advances in devices such as smart glasses are expected to expand the horizon of the industry
Omnichannel approach is enabling eyewear brands to have multiple consumer touchpoints
Brands to focus on new launches to sustain competitiveness within the category

CATEGORY DATA

Table 1 - Sales of Spectacles by Category: Volume 2018-2023
Table 2 - Sales of Spectacles by Category: Value 2018-2023
Table 3 - Sales of Spectacles by Category: % Volume Growth 2018-2023
Table 4 - Sales of Spectacles by Category: % Value Growth 2018-2023
Table 5 - Sales of Spectacle Lenses by Type: % Value 2018-2023
Table 6 - NBO Company Shares of Spectacles: % Value 2018-2022
Table 7 - LBN Brand Shares of Spectacles: % Value 2019-2022
Table 8 - Distribution of Spectacles by Format: % Value 2018-2023
Table 9 - Forecast Sales of Spectacles by Category: Volume 2023-2028
Table 10 - Forecast Sales of Spectacles by Category: Value 2023-2028
Table 11 - Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

Eyewear in India - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for eyewear?

MARKET DATA

Table 13 - Sales of Eyewear by Category: Volume 2018-2023
Table 14 - Sales of Eyewear by Category: Value 2018-2023
Table 15 - Sales of Eyewear by Category: % Volume Growth 2018-2023
Table 16 - Sales of Eyewear by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Eyewear: % Value 2018-2022
Table 18 - LBN Brand Shares of Eyewear: % Value 2019-2022
Table 19 - Distribution of Eyewear by Format: % Value 2018-2023
Table 20 - Forecast Sales of Eyewear by Category: Volume 2023-2028
Table 21 - Forecast Sales of Eyewear by Category: Value 2023-2028
Table 22 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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