

Eyewear in Brazil

May 2023

Table of Contents

Eyewear in Brazil

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

Rising sales of eyewear driven by greater mobility and sustainable concerns

Celebrity marketing campaigns and transition to spectacles gain traction

Consumer experience improves with the advance of e-commerce

What next for eyewear?

MARKET DATA

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Contact Lenses and Solutions in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales continue to rise, but Brazilians still lack proper knowledge regarding contact lenses

The development of e-commerce and its benefits to contact lenses

Independent stores gain traction with the resumption of activities

PROSPECTS AND OPPORTUNITIES

Stronger growth predicted for contact lenses, supported by rising vision problems among younger consumers Investment in technology can help address health issues and drive functionality

Spectacles as a fashion accessory are a threat, but contact lenses likely to gain traction on other fronts

CATEGORY DATA

- Table 12 Sales of Contact Lenses by Category: Volume 2018-2023
- Table 13 Sales of Contact Lenses by Category: Value 2018-2023
- Table 14 Sales of Contact Lenses by Category: % Volume Growth 2018-2023
- Table 15 Sales of Contact Lenses by Category: % Value Growth 2018-2023
- Table 16 Sales of Contact Lens Solutions: Value 2018-2023
- Table 17 Sales of Contact Lens Solutions: % Value Growth 2018-2023
- Table 18 Sales of Contact Lenses by Type: % Value 2018-2023
- Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023
- Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023
- Table 21 Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023
- Table 22 Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023
- Table 23 NBO Company Shares of Contact Lenses: % Value 2018-2022

- Table 24 LBN Brand Shares of Contact Lenses: % Value 2019-2022
- Table 25 Distribution of Contact Lenses by Format: % Value 2018-2023
- Table 26 Distribution of Contact Lens Solutions by Format: % Value 2018-2023
- Table 27 Forecast Sales of Contact Lenses by Category: Volume 2023-2028
- Table 28 Forecast Sales of Contact Lenses by Category: Value 2023-2028
- Table 29 Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028
- Table 30 Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028
- Table 31 Forecast Sales of Contact Lens Solutions: Value 2023-2028
- Table 32 Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

Spectacles in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite price increases and consumers' changing perspective, spectacles shows resilience

Trading down enables mid-priced segment to gain traction

Omnichannel approach and flagship stores gain in popularity with consumers

PROSPECTS AND OPPORTUNITIES

Low-income consumer segment set to grow, but regulations regarding ophthalmologists will continue over the forecast period Sustainability to drive new development, 3D glasses to become increasingly popular

Rising rate of eye conditions among younger consumers to become strong driver of spectacles

CATEGORY DATA

- Table 33 Sales of Spectacles by Category: Volume 2018-2023
- Table 34 Sales of Spectacles by Category: Value 2018-2023
- Table 35 Sales of Spectacles by Category: % Volume Growth 2018-2023
- Table 36 Sales of Spectacles by Category: % Value Growth 2018-2023
- Table 37 Sales of Spectacle Lenses by Type: % Value 2018-2023
- Table 38 NBO Company Shares of Spectacles: % Value 2018-2022
- Table 39 LBN Brand Shares of Spectacles: % Value 2019-2022
- Table 40 Distribution of Spectacles by Format: % Value 2018-2023
- Table 41 Forecast Sales of Spectacles by Category: Volume 2023-2028
- Table 42 Forecast Sales of Spectacles by Category: Value 2023-2028
- Table 43 Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028
- Table 44 Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

Sunglasses in Brazil

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sunglasses struggles to recover but manages further growth

Celebrity campaigns support demand for sunglasses in Brazil

E-commerce boosts sales, but move towards spectacles strengthens

PROSPECTS AND OPPORTUNITIES

Shift towards spectacles likely to benefit brands remaining exclusively in sunglasses

Brands with sustainable claims to gain penetration and popularity

Outdoor activities to drive relevant growth for spectacles over forecast period

CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2018-2023

Table 46 - Sales of Sunglasses: Value 2018-2023

Table 47 - Sales of Sunglasses: % Volume Growth 2018-2023

Table 48 - Sales of Sunglasses: % Value Growth 2018-2023

Table 49 - NBO Company Shares of Sunglasses: % Value 2018-2022

Table 50 - LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 51 - Distribution of Sunglasses by Format: % Value 2018-2023

Table 52 - Forecast Sales of Sunglasses: Volume 2023-2028

Table 53 - Forecast Sales of Sunglasses: Value 2023-2028

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 55 - Forecast Sales of Sunglasses: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/eyewear-in-brazil/report.