

Spectacles in Brazil

May 2023

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Spectacles in Brazil - Category analysis

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

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Eyewear in Brazil - Industry Overview

EXECUTIVE SUMMARY

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