

Eyewear in South Africa

May 2023

Table of Contents

Eyewear in South Africa

EXECUTIVE SUMMARY

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

MARKET DATA

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Contact Lenses and Solutions in South Africa

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for contact lenses continues to improve in South Africa following the strong decline of 2020 Contact lenses become popular among younger consumers, driven by image and practicality South Africans continue to purchase contact lenses as a lifestyle choice

PROSPECTS AND OPPORTUNITIES

Private label has potential to penetrate contact lenses due to price pressures E-commerce contributes to a competitive landscape within contact lenses Surging rates of myopia to contribute to further demand for contact lenses

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 Lenses by Category: % Value Growth 2018-2023
Table 17 - Sales of Contact Lens Solutions: Value 2018-2023
Table 18 - Sales of Contact Lenses by Type: % Value Growth 2018-2023
Table 19 - Sales of Contact 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 South Africa

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing number of consumers require spectacles to address myopia, driven by greater exposure to digital screens South Africans remain price-sensitive, impacting expenditure on spectacles Increasing search for payment plans to support purchases of spectacles

PROSPECTS AND OPPORTUNITIES

Many local consumers tend to purchase spectacles when on promotion Specsavers offers charitable programmes providing children of 6-12 years of age with free spectacles Low penetration of e-commerce as consumers prefer retail offline for purchasing 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 South Africa

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for sunglasses continues to fall despite greater mobility and resumption of international travel Sunglass Hut extends its presence in department stores such as Woolworths Ray-Ban remains leading brand due to consumer loyalty

PROSPECTS AND OPPORTUNITIES

Local consumers seek sunglasses with stronger UV protection Sunglasses to remain fairly fragmented competitive landscape in South Africa Optical goods stores likely to remain dominant distribution channel for sunglasses

CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2018-2023

Table 46 - Sales of Sunglasses: Value 2018-2023Table 47 - Sales of Sunglasses: % Volume Growth 2018-2023Table 48 - Sales of Sunglasses: % Value Growth 2018-2023Table 49 - NBO Company Shares of Sunglasses: % Value 2018-2022Table 50 - LBN Brand Shares of Sunglasses: % Value 2019-2022Table 51 - Distribution of Sunglasses by Format: % Value 2018-2023Table 52 - Forecast Sales of Sunglasses: Volume 2023-2028Table 53 - Forecast Sales of Sunglasses: % Volume Growth 2023-2028Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2023-2028Table 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-south-africa/report.