

Spectacles in Poland

June 2023

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Spectacles in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spectacle lenses is the most dynamic category in volume growth terms

Distribution continues to be heavily concentrated in optical goods stores

Leading multinationals face more intense competition from local brands

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Rising cost of living and supply chain disruption will temper volume growth potential Interest in more technologically advanced spectacle lenses set to remain strong Value share of e-commerce expected to increase gradually

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