

Spectacles in the Netherlands

May 2023

Table of Contents

Spectacles in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Manufacturers address increased screen time
Payment deferral schemes and e-commerce growth
Seiko uses influencers to target a younger audience

PROSPECTS AND OPPORTUNITIES

Both sophisticated products and ready-to-wear options benefit from an ageing population
Sustainable and local products in demand
Event marketing to build brand presence

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 the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Demand boosted by increasing number of eyesight related problems
Children of growing concern
Increased pressure on unit prices
E-commerce growth fuelled by price sensitivity
Growth in the consumer base to drive further growth

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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