

Spectacles in South Africa

May 2023

Table of Contents

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 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 South Africa - Industry Overview

EXECUTIVE SUMMARY

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

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/spectacles-in-south-africa/report.