Eyewear in Turkey

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DISCLAIMER

SOURCES
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Contact Lenses and Solutions in Turkey

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Daily disposable lenses (DD) leads sales due to comfort and convenience
Competitive landscape remains highly-concentrated
E-commerce continues to expand thanks to value and convenience

PROSPECTS AND OPPORTUNITIES
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**Spectacles in Turkey**

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EssilorLuxottica remains the undisputed leader
Myopia control spectacle lenses on the rise

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**Sunglasses in Turkey**

**KEY DATA FINDINGS**

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Economic instability and high inflation puts pressure on retail volume sales in 2024
Increase in tourism benefits sales while health-conscious parents invest in sunglasses for their children
Sustainability having a growing influence on sunglasses

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