

Spectacles in Sweden

May 2023

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Spectacles in Sweden - Category analysis

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2023 DEVELOPMENTS

Drivers of sales include the ageing population, fashion and allergies

Style and fashion drive retail value growth and opportunities

Advanced features for spectacle lenses add value to the landscape

PROSPECTS AND OPPORTUNITIES

Demographic developments and the rising use of digital screens drives sales

Sustainability, convenience and e-commerce set to drive sales during the forecast period

Frequent eye exams would boost growth on the spectacles landscape

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