

# Eyewear in Italy

May 2023

Table of Contents

## EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

## MARKET DATA

Table 1 - Sales of Eyewear by Category: Volume 2018-2023

Table 2 - Sales of Eyewear by Category: Value 2018-2023

Table 3 - Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 4 - Sales of Eyewear by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Eyewear: % Value 2018-2022

Table 6 - LBN Brand Shares of Eyewear: % Value 2019-2022

Table 7 - Distribution of Eyewear by Format: % Value 2018-2023

Table 8 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 9 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## Contact Lenses and Solutions in Italy

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Despite challenges contact lenses is set to be the best performer in eyewear in 2023

Disposable daily lenses continue to drive growth despite increasing price sensitivity

New contact lenses target the digital age and those with an astigmatism

### PROSPECTS AND OPPORTUNITIES

Contact lenses will continue to be the aesthetic choice of a growing number of Italians while comfort will be a key focus of new product development

Multifocal daily disposable lenses likely to drive growth due to ageing population

Retail e-commerce set to benefit from offer of better prices and greater convenience

## CATEGORY DATA

Table 12 - Sales of Contact Lenses by Category: Volume 2018-2023

Table 13 - Sales of Contact Lenses by Category: Value 2018-2023

Table 14 - Sales of Contact Lenses by Category: % Volume Growth 2018-2023

Table 15 - Sales of Contact Lenses by Category: % Value Growth 2018-2023

Table 16 - Sales of Contact Lens Solutions: Value 2018-2023

Table 17 - Sales of Contact Lens Solutions: % Value Growth 2018-2023

Table 18 - Sales of Contact Lenses by Type: % Value 2018-2023

Table 19 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023

Table 20 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023

Table 21 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023

Table 22 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023

Table 23 - NBO Company Shares of Contact Lenses: % Value 2018-2022

Table 24 - LBN Brand Shares of Contact Lenses: % Value 2019-2022

Table 25 - Distribution of Contact Lenses by Format: % Value 2018-2023

Table 26 - Distribution of Contact Lens Solutions by Format: % Value 2018-2023

Table 27 - Forecast Sales of Contact Lenses by Category: Volume 2023-2028

Table 28 - Forecast Sales of Contact Lenses by Category: Value 2023-2028

Table 29 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028

Table 31 - Forecast Sales of Contact Lens Solutions: Value 2023-2028

Table 32 - Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

## Spectacles in Italy

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of spectacles set to stagnate as Italians postpone unnecessary expenditure in 2023

Little change in the competitive landscape with spectacle lenses remaining key to growth

Spectacle lenses continues to benefit from new product launches and innovation

#### PROSPECTS AND OPPORTUNITIES

Spectacles set to profit from the growing importance being placed on eye health and the rise in myopia cases

Presbyopia rates to rise which should boost demand for progressive lenses

Despite its limited distribution share retail e-commerce still has strong growth potential in spectacles

#### CATEGORY DATA

Table 33 - Sales of Spectacles by Category: Volume 2018-2023

Table 34 - Sales of Spectacles by Category: Value 2018-2023

Table 35 - Sales of Spectacles by Category: % Volume Growth 2018-2023

Table 36 - Sales of Spectacles by Category: % Value Growth 2018-2023

Table 37 - Sales of Spectacle Lenses by Type: % Value 2018-2023

Table 38 - NBO Company Shares of Spectacles: % Value 2018-2022

Table 39 - LBN Brand Shares of Spectacles: % Value 2019-2022

Table 40 - Distribution of Spectacles by Format: % Value 2018-2023

Table 41 - Forecast Sales of Spectacles by Category: Volume 2023-2028

Table 42 - Forecast Sales of Spectacles by Category: Value 2023-2028

Table 43 - Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028

Table 44 - Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

## Sunglasses in Italy

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sunglasses set to suffer from the impact of reduced purchasing power

Licensing remains an important strategy within sunglasses

Luxottica confirms its leadership, followed by Kering Eyewear

#### PROSPECTS AND OPPORTUNITIES

Sunglasses should benefit from the gradual recovery of consumer purchasing power and tourism

Retail e-commerce set to continue gaining share as leading players invest in expanding and improving their online offer and services

Sustainability will continue to play an increasingly important role

#### CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2018-2023

Table 46 - Sales of Sunglasses: Value 2018-2023

Table 47 - Sales of Sunglasses: % Volume Growth 2018-2023

Table 48 - Sales of Sunglasses: % Value Growth 2018-2023

Table 49 - NBO Company Shares of Sunglasses: % Value 2018-2022

Table 50 - LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 51 - Distribution of Sunglasses by Format: % Value 2018-2023

Table 52 - Forecast Sales of Sunglasses: Volume 2023-2028

Table 53 - Forecast Sales of Sunglasses: Value 2023-2028

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 55 - Forecast Sales of Sunglasses: % Value Growth 2023-2028

## 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/eyewear-in-italy/report](http://www.euromonitor.com/eyewear-in-italy/report).