

# Spectacles in Turkey

May 2023

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail value sales recover as consumers seek additional benefits

Increasing rates of myopia in Turkey boosts retail volume sales

Leading players focus on new technologies to appeal to consumers

#### PROSPECTS AND OPPORTUNITIES

Increasing awareness of eye conditions will continue to be a growth driver

Retailers offer an omnichannel strategy to widen their appeal

Consumers demand products aligned with rising social and sustainable concerns

#### 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 Turkey - 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-turkey/report](http://www.euromonitor.com/spectacles-in-turkey/report).