

Contact Lenses and Solutions in Romania

June 2023

Table of Contents

Contact Lenses and Solutions in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The younger generations and female consumers drive growth for contact lenses

Doctor's recommendations shape the brand landscape for contact lenses

E-commerce continues to rise as consumers appreciate convenience

PROSPECTS AND OPPORTUNITIES

Technological advancements and a preference for convenience drives sales
Daily disposable lenses post solid growth, while conventional lenses decline
E-commerce posts solid growth as players increase their online presence

CATEGORY DATA

- Table 1 Sales of Contact Lenses by Category: Volume 2018-2023
- Table 2 Sales of Contact Lenses by Category: Value 2018-2023
- Table 3 Sales of Contact Lenses by Category: % Volume Growth 2018-2023
- Table 4 Sales of Contact Lenses by Category: % Value Growth 2018-2023
- Table 5 Sales of Contact Lens Solutions: Value 2018-2023
- Table 6 Sales of Contact Lens Solutions: % Value Growth 2018-2023
- Table 7 Sales of Contact Lenses by Type: % Value 2018-2023
- Table 8 Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023
- Table 9 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023
- Table 10 Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023
- Table 11 Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023
- Table 12 NBO Company Shares of Contact Lenses: % Value 2018-2022
- Table 13 LBN Brand Shares of Contact Lenses: % Value 2019-2022
- Table 14 Distribution of Contact Lenses by Format: % Value 2018-2023
- Table 15 Distribution of Contact Lens Solutions by Format: % Value 2018-2023
- Table 16 Forecast Sales of Contact Lenses by Category: Volume 2023-2028
- Table 17 Forecast Sales of Contact Lenses by Category: Value 2023-2028
- Table 18 Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028
- Table 19 Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028
- Table 20 Forecast Sales of Contact Lens Solutions: Value 2023-2028
- Table 21 Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

Eyewear in Romania - Industry Overview

EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

- Table 22 Sales of Eyewear by Category: Volume 2018-2023
- Table 23 Sales of Eyewear by Category: Value 2018-2023
- Table 24 Sales of Eyewear by Category: % Volume Growth 2018-2023
- Table 25 Sales of Eyewear by Category: % Value Growth 2018-2023
- Table 26 NBO Company Shares of Eyewear: % Value 2018-2022
- Table 27 LBN Brand Shares of Eyewear: % Value 2019-2022
- Table 28 Distribution of Eyewear by Format: % Value 2018-2023

Table 29 - Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 30 - Forecast Sales of Eyewear by Category: Value 2023-2028

Table 31 - Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 32 - Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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