

# Eyewear Market Status and Outlook by Regions, Opportunities and Forecast To 2020

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SUMMARY

WiseGuyReports published new report, "Global Eyewear Market with Focus on Luxury Sunglass: Industry Analysis & Outlook"

The global eyewear market can be segmented into contact lenses and spectacles. Further, the spectacles market can be sub-segmented into: spectacle frames, spectacle lenses, and sunglasses. In spite of weakening growth, the eyewear industry remains strong, with factors such as increasing myopia and an ageing population, a growing middle class and rising disposable incomes contributing to sustained demand for eyewear. As a result, the eyewear industry is forecasted to rise in the next five years.



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Global Eyewear Market

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Regionally, Latin America and Asia Pacific are structural and volume growth markets with improving access to healthcare and education deregulation and an emerging middle class with strong awareness for luxury products.

The report "Global Eyewear Market Report" provides an in-depth analysis of the global eyewear market, along with study of the regional markets including the US, Japan, China, Brazil, India, Taiwan and Germany. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The major players in the industry, Luxottica, Essilor International SA, Grandvision NV and Safilo Group S.P.A are being profiled.

The key factors driving the growth of the eyewear market are growing ageing population, high potential vision correction opportunity, growing urbanization, rising diabetic population, expansion in emerging markets, under penetration of eyesight correction, growing technical innovation and increasing demand in developed market. Some of the noteworthy trends and developments of this industry are growth of contact lens category, emerging online eyewear market, scale benefits of optical retailers, shift to higher value eyewear products and increasing demand for quality sunglasses. However, the expansion of global eyewear market is hindered by increasing use of refractive eye surgery and illegal decorative contact lenses.

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