

Spectacles in Italy

June 2025

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Spectacles in Italy - Category analysis

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2025 DEVELOPMENTS

Spectacle lenses drives growth as premiumisation and medical positioning offset economic pressures Essilor extends lead supported by lenses and innovation Myopia control lenses grow as key players build awareness and value

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Demand for spectacles to be driven by ageing population, digital lifestyles, and growing focus on prevention and premium lenses Progressive lens innovation and digital tools reshape competition in a fragmented market Eyewear manufactuers bet on tech and med innovations to foster long-term growth

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