



Euromonitor  
International

# Eyewear in Turkey

May 2024

Table of Contents

EXECUTIVE SUMMARY

Eyewear in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for eyewear?

MARKET DATA

- Table 1 - Sales of Eyewear by Category: Volume 2019-2024
- Table 2 - Sales of Eyewear by Category: Value 2019-2024
- Table 3 - Sales of Eyewear by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Eyewear by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Eyewear: % Value 2019-2023
- Table 6 - LBN Brand Shares of Eyewear: % Value 2020-2023
- Table 7 - Distribution of Eyewear by Format: % Value 2019-2024
- Table 8 - Forecast Sales of Eyewear by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Eyewear by Category: Value 2024-2029
- Table 10 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Contact Lenses and Solutions in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

Daily disposable lenses (DD) leads sales due to comfort and convenience  
Competitive landscape remains highly-concentrated  
E-commerce continues to expand thanks to value and convenience

PROSPECTS AND OPPORTUNITIES

Growth set to be supported by anti-blue-light products and daily disposable lenses (DD)  
Sales of multifocal daily disposable lenses (DD) could benefit from ageing population  
Myopia control contact lenses could gain a bigger audience in Turkey

CATEGORY DATA

- Table 12 - Sales of Contact Lenses by Category: Volume 2019-2024
- Table 13 - Sales of Contact Lenses by Category: Value 2019-2024
- Table 14 - Sales of Contact Lenses by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Contact Lenses by Category: % Value Growth 2019-2024
- Table 16 - Sales of Contact Lens Solutions: Value 2019-2024
- Table 17 - Sales of Contact Lens Solutions: % Value Growth 2019-2024
- Table 18 - Sales of Contact Lenses by Type: % Value 2019-2024
- Table 19 - Sales of Daily Disposable Lenses (DD) by Material: % Value 2019-2024
- Table 20 - Sales of Daily Disposable Lenses (DD) by Condition: % Value 2019-2024
- Table 21 - Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2019-2024
- Table 22 - Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2019-2024
- Table 23 - NBO Company Shares of Contact Lenses: % Value 2019-2023

Table 24 - LBN Brand Shares of Contact Lenses: % Value 2020-2023

Table 25 - Distribution of Contact Lenses by Format: % Value 2019-2024

Table 26 - Distribution of Contact Lens Solutions by Format: % Value 2019-2024

Table 27 - Forecast Sales of Contact Lenses by Category: Volume 2024-2029

Table 28 - Forecast Sales of Contact Lenses by Category: Value 2024-2029

Table 29 - Forecast Sales of Contact Lenses by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Contact Lenses by Category: % Value Growth 2024-2029

Table 31 - Forecast Sales of Contact Lens Solutions: Value 2024-2029

Table 32 - Forecast Sales of Contact Lens Solutions: % Value Growth 2024-2029

Spectacles in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth remains stable as demand for progressive lenses increases
- EssilorLuxottica remains the undisputed leader
- Myopia control spectacle lenses on the rise

PROSPECTS AND OPPORTUNITIES

- Opportunities for significant growth remain
- Bright future for myopia control spectacle lenses
- Polarisation of demand likely to continue due to challenging economic conditions

CATEGORY DATA

Table 33 - Sales of Spectacles by Category: Volume 2019-2024

Table 34 - Sales of Spectacles by Category: Value 2019-2024

Table 35 - Sales of Spectacles by Category: % Volume Growth 2019-2024

Table 36 - Sales of Spectacles by Category: % Value Growth 2019-2024

Table 37 - Sales of Spectacle Lenses by Type: % Value 2019-2024

Table 38 - NBO Company Shares of Spectacles: % Value 2019-2023

Table 39 - LBN Brand Shares of Spectacles: % Value 2020-2023

Table 40 - Distribution of Spectacles by Format: % Value 2019-2024

Table 41 - Forecast Sales of Spectacles by Category: Volume 2024-2029

Table 42 - Forecast Sales of Spectacles by Category: Value 2024-2029

Table 43 - Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029

Table 44 - Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

Sunglasses in Turkey

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic instability and high inflation puts pressure on retail volume sales in 2024
- Increase in tourism benefits sales while health-conscious parents invest in sunglasses for their children
- Sustainability having a growing influence on sunglasses

PROSPECTS AND OPPORTUNITIES

- Athleisure trend expected to influence demand for sunglasses
- Demand for Ray-Ban meta smart glasses
- E-commerce expected to become an increasingly important channel for sunglasses

CATEGORY DATA

Table 45 - Sales of Sunglasses: Volume 2019-2024

Table 46 - Sales of Sunglasses: Value 2019-2024

Table 47 - Sales of Sunglasses: % Volume Growth 2019-2024

Table 48 - Sales of Sunglasses: % Value Growth 2019-2024

Table 49 - NBO Company Shares of Sunglasses: % Value 2019-2023

Table 50 - LBN Brand Shares of Sunglasses: % Value 2020-2023

Table 51 - Distribution of Sunglasses by Format: % Value 2019-2024

Table 52 - Forecast Sales of Sunglasses: Volume 2024-2029

Table 53 - Forecast Sales of Sunglasses: Value 2024-2029

Table 54 - Forecast Sales of Sunglasses: % Volume Growth 2024-2029

Table 55 - Forecast Sales of Sunglasses: % Value Growth 2024-2029

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