

# Spectacles in Sweden

June 2025

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## Spectacles in Sweden - Category analysis

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Spectacles continiue to show stable growth thanks to steady demand

Consumers more inclined to purchase high-quality lenses and cheaper frames if seeking to save on costs

Myopia control spectacles lenses remain a small but steadily growing area of development

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Low and steady growth expected to continue, with value supported by premiumisation

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