

# **Spectacles in Argentina**

June 2025

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# Spectacles in Argentina - Category analysis

# **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Interest-free instalments and post-crisis recovery support growth in spectacle sales EssilorLuxottica SA leads the market, while Zeiss and Vision Ease drive dynamism Myopia control lenses remain niche due to pricing and access barriers

#### PROSPECTS AND OPPORTUNITIES

Rising vision problems drive long-term growth in spectacles Argentina introduces Al-driven solutions in ophthalmic lenses Socially and environmentally conscious eyewear brands gain traction

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