

Eyewear in Poland

May 2024

Table of Contents

Eyewear in Poland

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

APPENDIX

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Contact Lenses and Solutions in Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Negative demographic trends influence demand

E-commerce growth and retail dynamics

Multinational players continue to dominate in 2024

PROSPECTS AND OPPORTUNITIES

Continued demand growth driven by ageing population

Rising popularity of orthokeratology lenses for myopia control

Convenience-driven retail developments

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 Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spectacle lenses lead the charge

International giants continue to dominate the competitive landscape

Rise of e-commerce amidst shifting retail landscape

PROSPECTS AND OPPORTUNITIES

Embracing sustainability for a greener future

Innovation driven by evolving consumer needs

Regulatory changes as catalysts for demand

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 Poland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sunglasses: A dynamic product area in Poland

Multinational companies maintain dominance

Innovative retail strategies in response to economic challenges

PROSPECTS AND OPPORTUNITIES

Luxury brands to see growth in sunglasses

Price and shape remain key factors for consumers

E-commerce development

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-poland/report.