

Spectacles in Romania

June 2024

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Spectacles in Romania - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Current value growth remains robust despite falling volume sales Spectacle frames with more fashionable designs continue to gain popularity Consumers show growing interest in specialised spectacle lenses for myopia control

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Demand for spectacle lenses and frames set to increase steadily Declining trend in readymade reading glasses volume sales expected to persist E-commerce will continue to gain importance as a distribution channel for spectacles

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