



Spectacles in Romania

June 2024

Table of Contents

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

- Table 1 - Sales of Spectacles by Category: Volume 2019-2024
- Table 2 - Sales of Spectacles by Category: Value 2019-2024
- Table 3 - Sales of Spectacles by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Spectacles by Category: % Value Growth 2019-2024
- Table 5 - Sales of Spectacle Lenses by Type: % Value 2019-2024
- Table 6 - NBO Company Shares of Spectacles: % Value 2019-2023
- Table 7 - LBN Brand Shares of Spectacles: % Value 2020-2023
- Table 8 - Distribution of Spectacles by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Spectacles by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Spectacles by Category: Value 2024-2029
- Table 11 - Forecast Sales of Spectacles by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

Eyewear in Romania - Industry Overview

EXECUTIVE SUMMARY

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

MARKET DATA

- Table 13 - Sales of Eyewear by Category: Volume 2019-2024
- Table 14 - Sales of Eyewear by Category: Value 2019-2024
- Table 15 - Sales of Eyewear by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Eyewear by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Eyewear: % Value 2019-2023
- Table 18 - LBN Brand Shares of Eyewear: % Value 2020-2023
- Table 19 - Distribution of Eyewear by Format: % Value 2019-2024
- Table 20 - Forecast Sales of Eyewear by Category: Volume 2024-2029
- Table 21 - Forecast Sales of Eyewear by Category: Value 2024-2029
- Table 22 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029
- Table 23 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/spectacles-in-romania/report.