

# Spectacles in the United Kingdom

May 2024

**Table of Contents** 

# Spectacles in the United Kingdom - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Slower growth for spectacles in 2024, as frames not considered essential purchase Best performance by spectacle lenses driven by progressive lenses, customisation and new product launches Specsavers continues success with effective integrated marketing strategies

# PROSPECTS AND OPPORTUNITIES

Myopia control on track to drive spectacle lenses forward in long term Omnichannel strategy is way forward for UK retailers of spectacles Polarisation in purchases expected over the forecast period

#### 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 2019-2024
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: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Spectacles by Category: % Value Growth 2024-2029
Table 12 - Forecast Sales of Spectacles by Category: % Value Growth 2024-2029

#### Eyewear in the United Kingdom - 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 2019-2024Table 14 - Sales of Eyewear by Category: Value 2019-2024Table 15 - Sales of Eyewear by Category: % Volume Growth 2019-2024Table 16 - Sales of Eyewear by Category: % Value Growth 2019-2024Table 17 - NBO Company Shares of Eyewear: % Value 2019-2023Table 18 - LBN Brand Shares of Eyewear: % Value 2020-2023Table 20 - Forecast Sales of Eyewear by Category: Volume 2024-2029Table 21 - Forecast Sales of Eyewear by Category: Value 2024-2029Table 22 - Forecast Sales of Eyewear by Category: % Volume Growth 2024-2029Table 23 - Forecast Sales of Eyewear by Category: % Value Growth 2024-2029

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# SOURCES

Summary 1 - Research Sources

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