

Spectacles in Germany

June 2024

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Spectacles in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Spectacle frames is the most dynamic category in value terms
Demand for readymade reading glasses continues to rise due to the ageing population
Distribution continues to be heavily concentrated in optical goods stores

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Ageing population, increasing rate of presbyopia, and challenge of allergies anticipated to support sales
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Value share of e-commerce set to gradually increase

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