

# German Eyewear Market: Size, Trends & Forecasts (2016-2020)

June 2016



# German Eyewear Market Report

## Scope of the Report

The report titled "German Eyewear Market: Size, Trends & Forecasts (2016-2020)", provides an in-depth analysis of the German Eyewear market by value and by volume. The report also gives an insight of the German eyewear market by products and by segments, etc. The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall German eyewear market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in the German eyewear market is consolidated with two big players, Fielmann and Apollo Optik and various other small players. Further, key players of German Eyewear Market Fielmann, Apollo Optik (GrandVision) and Pro Optik are also profiled with their financial information and respective business strategies.

## Company Coverage

Fielmann

GrandVision (Apollo Optik)

Pro Optik

# German Eyewear Market Report

## Executive Summary

The eyewear refers to the range of products that are meant to be worn on eyes for varying purposes. The eyewear products include spectacles, eyeglasses, contact lenses, reading glasses and sunglasses. The 3D glasses are also a part of eyewear product. The eyewear items are worn as a fashion accessory or out of necessity on prescription of optician.

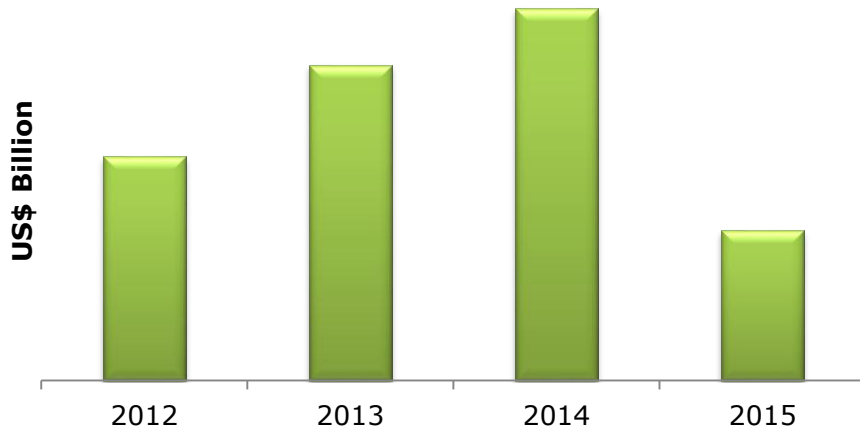
The eyewear items are traded through multiple channels such as stationary (physical) shops/ stores, online stores and multi-channel stores. The eyewear items can be segmented into two broad categories: spectacles and contact lenses. The spectacles can further be classified into single vision lenses, multi-focals, sunglasses, reading glasses, etc. The contact lenses can be further be segregated into soft contact lenses and rigid contact lenses.

The eyewear items are separate for the sports purpose. The eyewear items are composed of different materials such as plastic, metals and others.

The projections are made that the German eyewear market would rise in the forecasted years i.e. 2016-2020 tremendously. The German eyewear market is expected to increase due to growth in demand for multi-focal lenses, increasing population with myopia, increasing percentage of electronic devices in households, increasing aging German population and rising Germany GDP and optical market, etc. Yet the market faces some challenges such as, illegal use of decorative lenses, increasing use of refractive surgery, and lagging behind of German contact lens market.

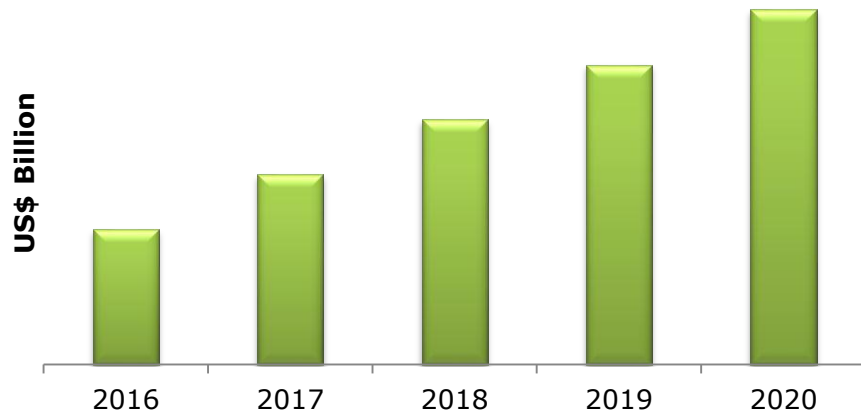
# German Eyewear Market Overview

## German Eyewear Market by Value; 2012-2015 (US\$ Billion)

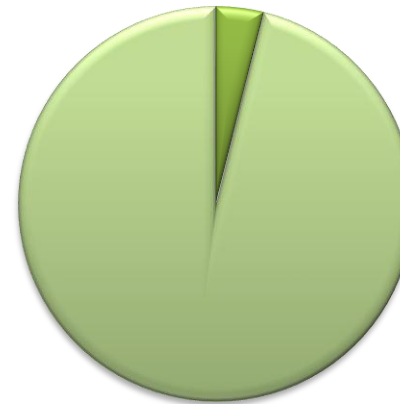


The German eyewear market in 2015 was valued at US\$... billion, up by ...% as compared to 2012. This market is forecasted to reach US\$.....billion in 2020, at a CAGR of ...%.The increase in the German eyewear market is expected due to increasing ....., ..... and electronic devices. There are two segments in German eyewear market by value, that are ..... and .....The larger segments is .... with ...% of share in German eyewear market in 2015.

## German Eyewear Market by Value; 2016-2020 (US\$ Billion)

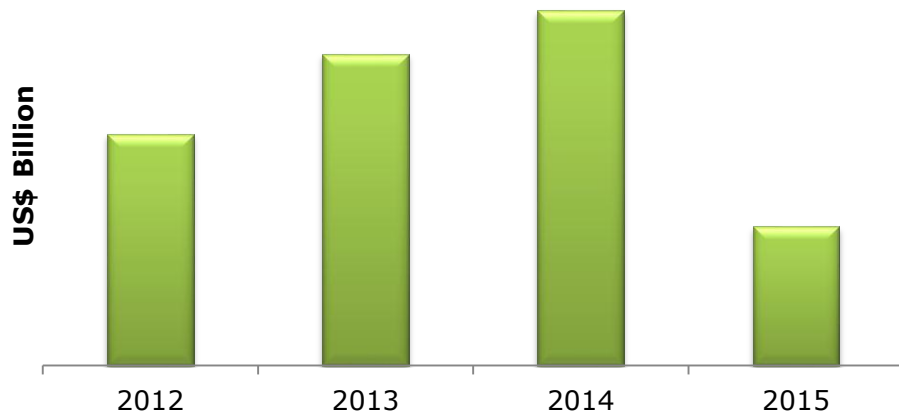


## German Eyewear Market Value by Segments; 2015

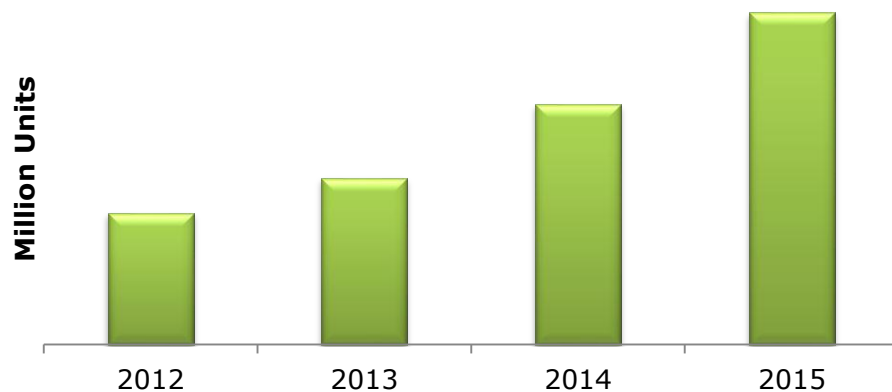


# German Stationary Eyewear Market Segment Overview

German Stationary Eyewear Market Segment by Value ; 2012-2015 (US\$ Billion)



German Stationary Eyewear Market Segment by Volume; 2012-2015 (Million Units)



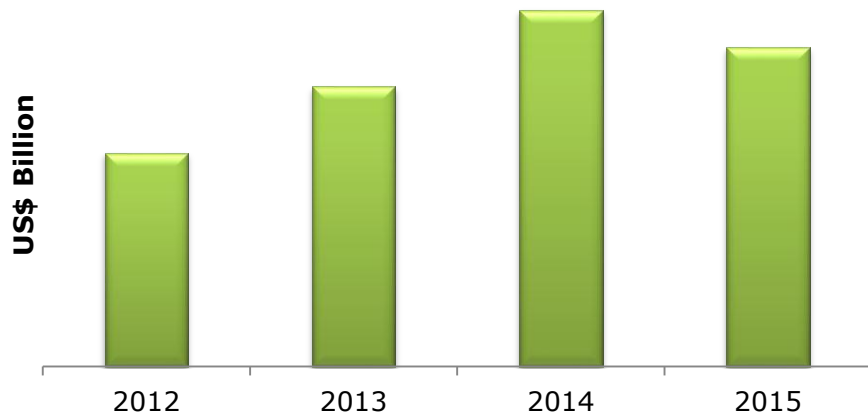
German Stationary Eyewear Market by Value Share; 2015



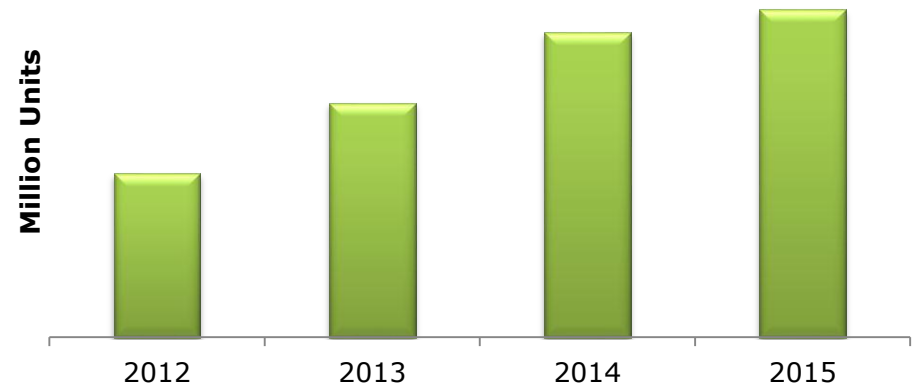
The German stationary eyewear market segment is valued at US\$....billion in 2015. The German stationary eyewear market segment has volume of ..... million units in 2015. This increase is expected due to increasing..... German stationary eyewear market by value share has three segments...., .....,.....The larger segment is....., with....% of share in 2015.

# German Online Eyewear Market Segment Overview

German Online Eyewear Market by Value ;  
2012-2015 (US\$ Billion)



German Online Eyewear Market by Volume;  
2015-2020 (Million Units)



German Online Eyewear Market by  
Segments; 2015



The German online eyewear market is valued at US\$....billion in 2015, up by....% as compared to 2012. This increase is there due to..... German online eyewear market by volume is ..... million units in 2015. The two segments of online eyewear market are ..... and ..... and the larger one is .....; with .....% share.