

# Global Eyewear Market Report: 2014 Edition



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## Global Eyewear Market Report: 2014 Edition

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The global eyewear market has been categorized into corrective lenses, contact lenses, sunglasses, frames and refractive surgical lenses. The eyewear market has been showing tremendous potential since past several years. The major factor driving this market is increasing usage and acceptance of eyewear products and prescription eyewear. With a large percentage of the population afflicted with conditions such as myopia, hyperopia, presbyopia, and astigmatism, the demand for corrective eyewear is on the rise. Due to lifestyle changes, which involve increasing formal employment and extensive usage of computers, the number of individuals using corrective eyewear is also increasing.

The key factors which are anticipated to drive eyewear market growth include increased usage of silicon hydrogel, eyewear fashion and growing demand of kid's sunglasses. The growth of the industry is hindered by sale of illegal novelty contact lenses, price differentiation between branded and unbranded frames and changing local conditions of various countries. The major factors which will contribute in the growth of the industry include growing ageing population since with age people get more eye problems, rising diabetic population, increasing urban population, and rapidly changing lifestyles.

This report provides a comprehensive analysis of the global eyewear industry, along with an in-depth study of the regional markets including the US, China, Japan, Brazil, Mexico, Argentina and Taiwan. Furthermore, market dynamics such as key trends and development; and challenges are analyzed in depth. On the contention front, the global eyewear market is reined by few large players namely, Essilor, Luxottica, Carl Zeiss and Safilo Group. The competitive landscape of the respective market, along with the company profiles of the leading players are also discussed in detail.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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