



# Eyewear in Romania

June 2024

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Contact Lenses and Solutions in Romania

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Use of contact lenses still heavily concentrated among younger demographics
- Daily disposable lenses remain by far the most popular type in Romania
- Recommendations from eye health specialists continue to shape consumer choices

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

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- 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
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Sunglasses in Romania

KEY DATA FINDINGS

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- Fast fashion brands continue to gain popularity among younger Romanians
- Luxottica Group maintains its leading position

PROSPECTS AND OPPORTUNITIES

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