



Spectacles in Mexico

May 2024

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Spectacles in Mexico - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers go in search of money-saving solutions when it comes to spectacles
Players investing in a more sustainable future with eco-friendly spectacles
Polarisation of demand between the most affordable spectacles and luxury options

PROSPECTS AND OPPORTUNITIES

Leading optical goods stores expanding their online sales and services
Major chains of optical goods stores likely to focus on introducing more trained and qualified staff to their stores
Players could focus on building awareness of the importance of eye tests while also focusing on new user groups

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DISCLAIMER

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