

# ITALIAN EYEWEAR INDUSTRY AND MARKET: 2020 year-end figures and 2021 outlook

Press Conference – 2021, May 19<sup>th</sup>

# 2020 Italian economic milestones

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- ▶ The impact of the pandemic on manufacturing activity levels was **immediate and violent**.
- ▶ The impact of the health crisis on industrial sectors was **irregular**.
- ▶ Italian exports of goods recorded a **V-shaped trend**.
- ▶ The first forecasts of a recovery coincide with the **second part of 2021**.
- ▶ A progressive return to **pre-covid activity levels** is expected in **2022**.



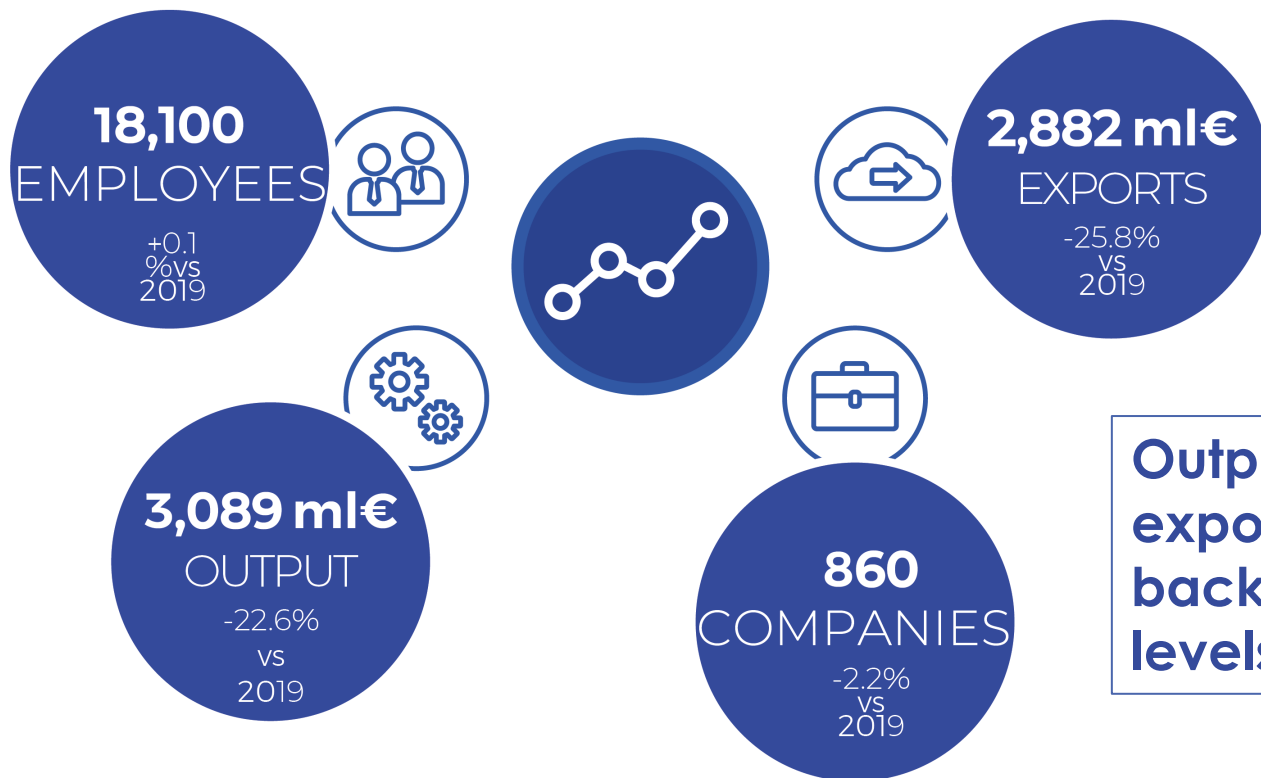
# 2020 World economic milestones

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- ▶ The impact of the pandemic has been **highly asymmetrical** between countries and between economic sectors.
- ▶ The rise is driven by the top two world economies: the **United States and China**.
- ▶ The pandemic has **widened the growth gap** between Europe and the United States, and between Italy and core European countries.
- ▶ The differences between companies have widened, based on the ability to **face the transformations**: from digital to automation, from health protection to environmental sustainability.



# Italian eyewear sector: 2020 year-end figures



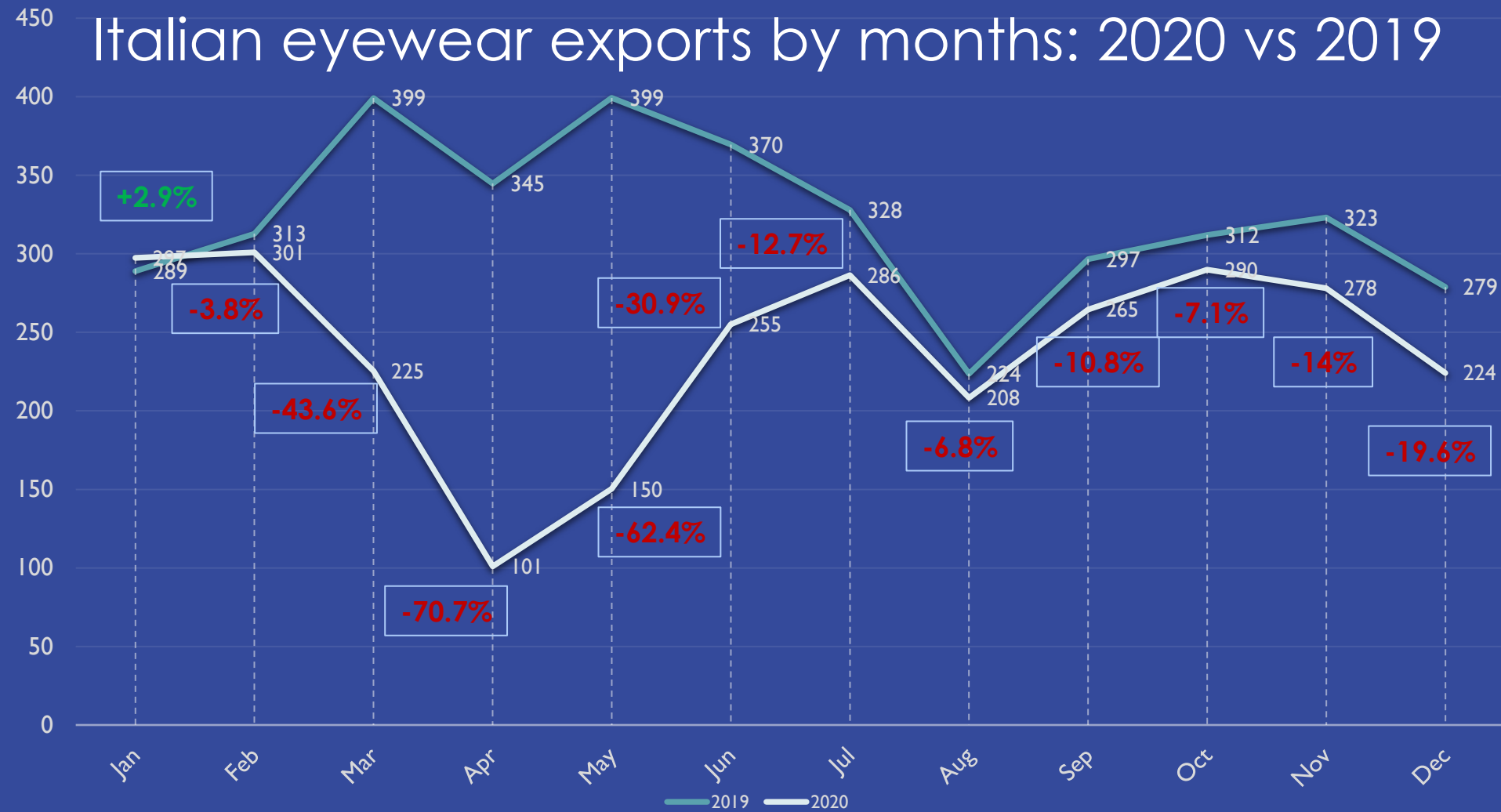
# Jan-Dec 2020: Italian eyewear exports

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import	EXPORT		
TOTAL	TOTAL	FRAMES	SUNGLASSES
<b>-22.5%</b> 1,075 ml€	<b>-26%</b> 2,807 ml€	<b>-22.5%</b> 936 ml€	<b>-27.6%</b> 1,871 ml€



# Italian eyewear exports by months: 2020 vs 2019










# 2020: Italian eyewear exports by area

MKT SHARE € VALUE		% VS 2019		
1.3% 35.5 ml €		<b>AFRICA</b>	<b>-38.7%</b>	<b>-41.1%</b>
14.4% 404.4 ml €		<b>ASIA</b>	<b>-33.8%</b>	<b>-27.4%</b>
32.8% 921.9 ml €		<b>AMERICA</b>	<b>-26.2%</b>	<b>-24.9%</b>
51% 1,431.4 ml€		<b>EUROPE</b>	<b>-23%</b>	<b>-17.1%</b>
0.5% 14.2 ml€		<b>OCEANIA</b>	<b>-14.8%</b>	<b>+22.8%</b>

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# 2020: Italian eyewear exports by countries

MKT SHARE € VALUE		% VS 2019		
28.3% 793.6 ml€	 UNITED STATES	-21.6%	-26.4%	-19.8%
11.8% 331.6 ml€	 FRANCE	-22.8%	-17%	-27.1%
7.4% 209 ml€	 GERMANY	-15.6%	-13.2%	-17.1%
5.6% 156.8 ml€	 UNITED KINGDOM	-29.6%	-30.1%	-29.4%
4.8% 133.5 ml€	 SPAIN	-40%	-23%	-47%

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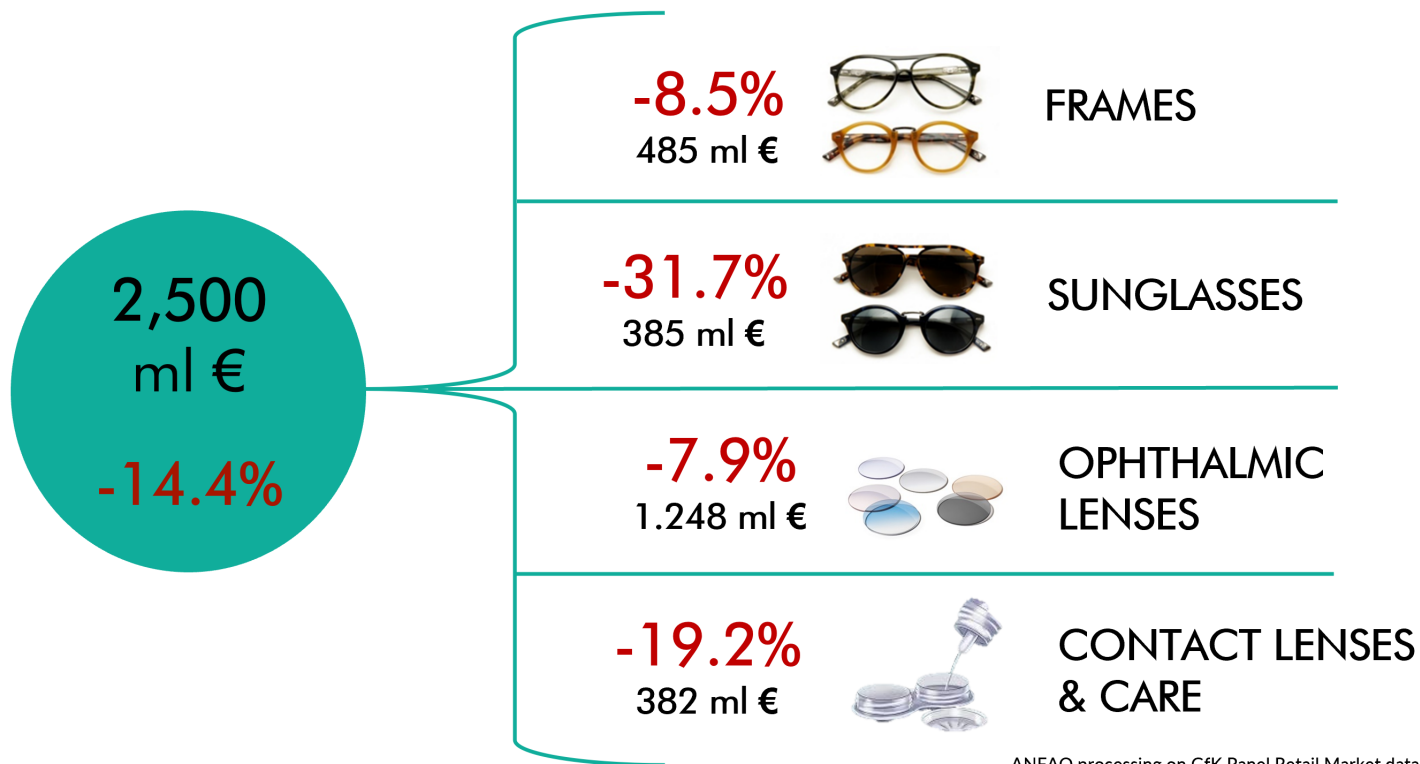
# 2020: Italian eyewear exports in the emerging countries

MKT SHARE € VALUE	% VS 2019		MKT SHARE € VALUE	% VS 2019	
<b>4.3%</b> 121.7 ml €	<b>CHINA</b>	<b>-35.4%</b>	<b>1.2%</b> 32.3 ml €	<b>BRAZIL</b>	<b>-49%</b>
<b>1.6%</b> 46.3 ml €	<b>MEXICO</b>	<b>-45.7%</b>	<b>1%</b> 29.2 ml €	<b>SOUTH KOREA</b>	<b>-53.9%</b>
<b>1.6%</b> 45.2 ml €	<b>TURKEY</b>	<b>-29%</b>	<b>0.9%</b> 26.6 ml €	<b>ISRAEL</b>	<b>-27.5%</b>
<b>1.5%</b> 41.9 ml €	<b>EMIRATES</b>	<b>-40.5%</b>	<b>0.6%</b> 16.9 ml €	<b>JAPAN</b>	<b>-21.4%</b>
<b>1.2%</b> 33.2 ml €	<b>RUSSIA</b>	<b>-22.7%</b>	<b>0.3%</b> 9.3 ml €	<b>INDIA</b>	<b>-49.5%</b>

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# 2020 eyewear market in Italy: sell-out through opticians



ANFAO processing on GfK Panel Retail Market data

# Italian eyewear sector at the end of 2020

EXPORTS		
1 SEMESTER 2020	2 SEMESTER 2020	TOTAL
-37.3%	-12.1%	-25.8%

DOMESTIC MKT	OUTPUT	EMPLOYMENT
2020	2020	<b>Stable</b> due to the use of social policy and the ban on redundancies.
-15%	-22.6%	

# Despite the results of 2020... Italy is:

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- ▶ The **first producer** of sunglasses and frames in **Europe**.
- ▶ The **first exporter** of sunglasses and frames in **Europe**.
- ▶ The **second largest exporter** of sunglasses and frames in the **World**.
- ▶ The **first producer** and the **first exporter** of sunglasses and frames in the **high-end** product range in the **World**.



# 2021 outlook

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- ▶ The first quarter of 2021 was **still complex**.
- ▶ Exports did not grow as hoped due to limited international mobility and the domestic market remains **far from pre-pandemic levels**.
- ▶ **Some positive signs** for the Italian economy can be seen **in April** thanks to the vaccination plan and the progressive re-opening that boost consumer confidence.
- ▶ The **World seems to have re-started**. Trade continues to expand already above pre-crisis levels. Growth is driven by trade from Asian countries and **China**, and the **United States**.



# 2021 forecast for Italian eyewear sector

EXPORTS		
1 SEMESTER 2021	2 SEMESTER 2021	TOTAL
+10% (-30.5% vs 2019)	+19% (+4.5% vs 2019)	+14.7% (-14.9% vs 2019)
DOMESTIC MKT	OUTPUT	EMPLOYMENT
2021	2021	It's too early to make a forecast cause there are still in place the ban on redundancies.
+9% (-5.5% vs 2019)	+10% (-13% vs 2019)	

**We expect a return to pre-pandemic activity levels not earlier than 2022.**

Thank you for your attention

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