

# SUNGLASSES

INVESTMENT OPPORTUNITY SCORECARD

HEALTHCARE AND LIFE SCIENCES

September 2021

High Potential

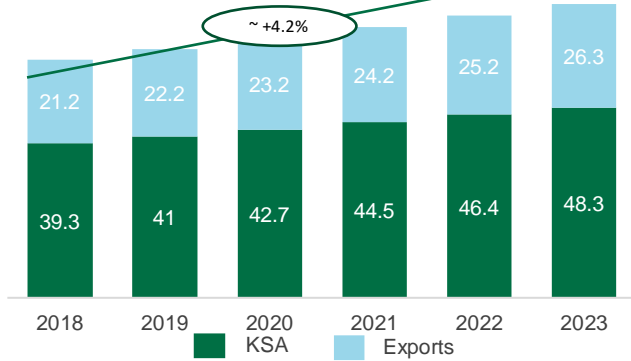
Moderate Potential

Low Potential

**OPPORTUNITY'S DESCRIPTION:** Expanding Localization of manufacturing and assembly of Sunglasses (prescribed and non prescribed)

### DEMAND

#### ADDRESSABLE KSA/REGIONAL MARKET DEMAND (\$MN)



### INVESTMENT OVERVIEW

#### THERAPEUTIC APPLICATION

Designed primarily to prevent bright sunlight and high-energy visible light from damaging or discomforting the eyes. They can sometimes also function as a visual aid

#### VALUE PROPOSITION

- KSA has a solid foundation for its healthcare sector through well established ecosystem and incentive schemes for foreign OEMs entering the local market
- KSA is the largest spender on healthcare across the MENA region. The 2019 budget allocated more than \$45.86 Bn for Health and Social Development
- KSA has more than 495 hospitals, with a capacity of more than 76K beds

### MARKET OVERVIEW

#### MARKET READINESS – CURRENT IMPORTERS

The Kingdom is currently mostly covered by a network of distributors and local subsidiaries, and potential known manufacturers

##### CURRENT IMPORTERS

Italy accounts for 54% of the supply, China 20%, UAE 12% and the rest is supplied by a mix between Asian and Western European countries

#### EXISTING CAPABILITIES

Technology present in Kingdom – can always be refined for latest technologies by inviting challenger

##### RAW MATERIALS:

- Colorized plastic, such as polycarbonate, glass, metal/plastic for frames

# DISCLAIMER

- This report must be used only to access information, and the information must not be construed, under any circumstances, explicitly or implicitly, as an offer to sell or a solicitation to buy or sell or trade in any opportunity herein mentioned.
- Ministry of Investment (MISA) has no undertaking to update these materials after the date, with the understanding that such information may become outdated or inaccurate.
- Mentioned information in this report is obtained from reliable sources but its accuracy and reliability are in no way guaranteed. No guarantee of any kind is tacit or explicit when projections of future conditions are attempted. MISA has used public/or confidential data and assumptions and has not independently verified the data and assumptions used in the analyses. Changes in underlying data or operating assumptions will clearly impact the analyses and conclusions.
- The financial evaluations, projected market and financial information, and conclusions contained in these materials are based upon standard methodologies, are not definitive projections, and are not guaranteed by MISA
- The content of this report must not be construed as an implied promise or guarantee for profit or limited loss express or implied by or from MISA or any of its officers, directors, employees and affiliates. All mentioned investments in this report are subject to risk, which should be considered prior to making any investment decisions
- MISA shall have no liability whatsoever to any third party, and hereby any third party waives any rights and claims it may have at any time against MISA with regard to this report, any services or other materials, including the accuracy or completeness thereof.

**CONNECT WITH US FOR MORE DETAILS:**

[Healthcare@misa.gov.sa](mailto:Healthcare@misa.gov.sa)

investsaudi.sa



@investsaudi

