



Euromonitor
International

Eyewear in Asia Pacific

August 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Asia Pacific has the highest regional sales of sunglasses

Asia Pacific recording strong growth in 2024

Full steam ahead for Asia Pacific eyewear growth after the COVID-19 declines

Chinese spectacles sales a major driver of the overall regional eyewear performance

Sunglasses worst hit by the lockdowns and travel bans back in 2020

Daily disposable lenses the main growth driver in 2019-2024

Functionality and technology emerging as key trends in Indian eyewear

E-commerce holds a major share of contact lens sales

Optical goods stores still the dominant channel for sales of spectacles

LEADING COMPANIES AND BRANDS

Fragmentation greater in India and China than elsewhere

EssilorLuxottica heads up spectacles, Johnson & Johnson leads in contact lenses

China and Japan the main regional revenue generators for all of the top 10 players

Strong growth in sunglasses sales sees Gucci move up the rankings

FORECAST PROJECTIONS

Steady annual growth rates expected for eyewear in Asia Pacific over the forecast period

Myopia control and polarisation will continue to be key trends in Chinese eyewear

Spectacles a saturated category in Japan

COUNTRY SNAPSHOTS

China: Market Context

China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

India: Market Context

India: Competitive and Retail Landscape

Indonesia: Market Context

Indonesia: Competitive and Retail Landscape

Japan: Market Context

Japan: Competitive and Retail Landscape

Malaysia: Market Context

Malaysia: Competitive and Retail Landscape

Philippines: Market Context

Philippines: Competitive and Retail Landscape

Singapore: Market Context

Singapore: Competitive and Retail Landscape

South Korea: Market Context

South Korea: Competitive and Retail Landscape

Taiwan: Market Context

Taiwan: Competitive and Retail Landscape

Thailand: Market Context

Thailand: Competitive and Retail Landscape

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/eyewear-in-asia-pacific/report.