

Eyewear in Indonesia

Market Direction | 2022-06-27 | 34 pages | Euromonitor

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Report description:

The year 2022 is set to mark the transition out of the pandemic in Indonesia. During the review period, including the first half of 2022, some limitations remained in place in the country due to another spike in positive COVID-19 cases. However, towards the middle of the year, the government started to officially allow travelling, including for Mudik (returning to one's home city to see friends and family for Lebaran). Moreover, Indonesians are becoming increasingly used to living with the risk...

Euromonitor International's Eyewear in Indonesia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Contact Lenses and Solutions, Spectacles, Sunglasses.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Eyewear market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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FRP sees fastest volume growth since it had further to recovery than DD; conventional lenses continues its decline

E-commerce will continue to grow in importance thanks to the highly youthful population that is confident shopping online

PROSPECTS AND OPPORTUNITIES

Demand for contact lenses will grow thanks to rising cases of myopia and more time outside the home

FRP to replace DD as most dynamic category as fears of COVID-19 fade

Johnson & Johnson will continue to dominate thanks to continued innovations; e-commerce will see rising share due to convenience offering and greater investment

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E-commerce shift is limited with consumers continuing to try on spectacles in-person before purchasing

Essilor remains on top but may face competition from new entrant Kawan Lama Group with its Eye Soul outlets

PROSPECTS AND OPPORTUNITIES

Growth is expected to remain healthy in the forecast years due to common/standard employee health benefits offered by most companies in Indonesia

An ageing population will drive demand for spectacles with progressive lenses

More optical stores will adopt technology that facilitates e-commerce, with Optik Seis set to venture into the metaverse

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Leader Luxottica Group continues to lead despite greater pressure from cheaper local brands with agile marketing strategies

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