

Spectacles in Taiwan

Market Direction | 2022-07-05 | 18 pages | Euromonitor

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Report description:

Like in contact lenses, the spectacles category will see a recovery in 2022 but not to pre-pandemic volume and value levels. The category suffered less than contact lenses in 2020 and began its recovery in 2021. Nevertheless, growth rates remain slow since some consumers are choosing to extend the lifestyle of their products to save money. On the other hand, following the end of lockdown measures, a growing number of Taiwanese people are showing willingness to visit stores, and are starting to r...

Euromonitor International's Spectacles in Taiwan 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: Readymade Reading Glasses, Spectacle Frames, Spectacle Lenses.

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

Why buy this report?

- * Get a detailed picture of the Spectacles 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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Table of Contents:

Spectacles in Taiwan
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List Of Contents And Tables

SPECTACLES IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Revenge spending and growing presence of fashion-focused brands sustains growth in 2022

Recovery aided by higher myopia prevalence caused by increased screen time

Japanese fast fashion spectacle frames continue to see high popularity with further presence gained by new entry Meganeichiba

PROSPECTS AND OPPORTUNITIES

Demand for spectacles will remain stable due to continued use at home, bi-yearly purchases, and recommendations by the government

Brands must offer online services for consumers to shop for spectacles virtually

Expansion of fast-fashion stores will be of detriment to optical goods stores

CATEGORY DATA

Table 1 Sales of Spectacles by Category: Volume 2017-2022

Table 2 Sales of Spectacles by Category: Value 2017-2022

Table 3 Sales of Spectacles by Category: % Volume Growth 2017-2022

Table 4 Sales of Spectacles by Category: % Value Growth 2017-2022

Table 5 Sales of Spectacle Lenses by Type: % Value 2017-2022

Table 6 NBO Company Shares of Spectacles: % Value 2017-2021

Table 7 LBN Brand Shares of Spectacles: % Value 2018-2021

Table 8 Distribution of Spectacles by Format: % Value 2017-2022

Table 9 Forecast Sales of Spectacles by Category: Volume 2022-2027

Table 10 □Forecast Sales of Spectacles by Category: Value 2022-2027

Table 11 □Forecast Sales of Spectacles by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Spectacles by Category: % Value Growth 2022-2027

EYEWEAR IN TAIWAN

EXECUTIVE SUMMARY

Eyewear in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for eyewear?

MARKET DATA

Table 13 Sales of Eyewear by Category: Volume 2017-2022

Table 14 Sales of Eyewear by Category: Value 2017-2022

Table 15 Sales of Eyewear by Category: % Volume Growth 2017-2022

Table 16 Sales of Eyewear by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Eyewear: % Value 2017-2021

Table 18 LBN Brand Shares of Eyewear: % Value 2018-2021

Table 19 Distribution of Eyewear by Format: % Value 2017-2022

Table 20 Forecast Sales of Eyewear by Category: Volume 2022-2027

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Table 21 Forecast Sales of Eyewear by Category: Value 2022-2027

Table 22 □Forecast Sales of Eyewear by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Eyewear by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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