

## **Eyewear in Indonesia**

Market Direction | 2023-05-19 | 33 pages | Euromonitor

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### **Report description:**

Retail value sales of eye wear in Indonesia registered accelerated growth in constant value terms in 2023, surpassing the performance of the previous year. As the country emerged from the pandemic, Indonesians became increasingly keen to travel, socialise and spend more time outside the home. This fuelled demand for contact lenses and solutions and sunglasses, as consumers paid more attention to their appearance. Sales of contact lenses were further boosted by the return of consumers to their ph...

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 (2018-2022), 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 2027 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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## Table of Contents:

Eyewear in Indonesia  
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### List Of Contents And Tables

#### EYEWEAR IN INDONESIA

##### EXECUTIVE SUMMARY

Eyewear in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for eyewear?

##### MARKET DATA

Table 1 Sales of Eyewear by Category: Volume 2018-2023

Table 2 Sales of Eyewear by Category: Value 2018-2023

Table 3 Sales of Eyewear by Category: % Volume Growth 2018-2023

Table 4 Sales of Eyewear by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Eyewear: % Value 2018-2022

Table 6 LBN Brand Shares of Eyewear: % Value 2019-2022

Table 7 Distribution of Eyewear by Format: % Value 2018-2023

Table 8 Forecast Sales of Eyewear by Category: Volume 2023-2028

Table 9 Forecast Sales of Eyewear by Category: Value 2023-2028

Table 10 □Forecast Sales of Eyewear by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Eyewear by Category: % Value Growth 2023-2028

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##### SOURCES

Summary 1 Research Sources

#### CONTACT LENSES AND SOLUTIONS IN INDONESIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Return to pre-pandemic lifestyles triggers further growth for contact lenses, although category comes under pressure from spectacles and laser eye surgery

Frequent replacement lenses lead growth

E-commerce continues to grow in importance as consumers become more confident about shopping online

##### PROSPECTS AND OPPORTUNITIES

Demand for contact lenses will continue to grow, thanks to rising cases of myopia, with frequent replacement lenses leading the way

Virtual try-on tools will find favour with contact lens wearers

Global brands face increasingly competition from domestic players which offer ever-more sophisticated products at more affordable prices

##### CATEGORY DATA

Table 12 Sales of Contact Lenses by Category: Volume 2018-2023

Table 13 Sales of Contact Lenses by Category: Value 2018-2023

Table 14 Sales of Contact Lenses by Category: % Volume Growth 2018-2023

Table 15 Sales of Contact Lenses by Category: % Value Growth 2018-2023

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Table 16 Sales of Contact Lens Solutions: Value 2018-2023

Table 17 Sales of Contact Lens Solutions: % Value Growth 2018-2023

Table 18 Sales of Contact Lenses by Type: % Value 2018-2023

Table 19 Sales of Daily Disposable Lenses (DD) by Material: % Value 2018-2023

Table 20 Sales of Daily Disposable Lenses (DD) by Condition: % Value 2018-2023

Table 21 □Sales of Frequent Replacement Lenses (FRP) by Material: % Value 2018-2023

Table 22 □Sales of Frequent Replacement Lenses (FRP) by Condition: % Value 2018-2023

Table 23 □NBO Company Shares of Contact Lenses: % Value 2018-2022

Table 24 □LBN Brand Shares of Contact Lenses: % Value 2019-2022

Table 25 □Distribution of Contact Lenses by Format: % Value 2018-2023

Table 26 □Distribution of Contact Lens Solutions by Format: % Value 2018-2023

Table 27 □Forecast Sales of Contact Lenses by Category: Volume 2023-2028

Table 28 □Forecast Sales of Contact Lenses by Category: Value 2023-2028

Table 29 □Forecast Sales of Contact Lenses by Category: % Volume Growth 2023-2028

Table 30 □Forecast Sales of Contact Lenses by Category: % Value Growth 2023-2028

Table 31 □Forecast Sales of Contact Lens Solutions: Value 2023-2028

Table 32 □Forecast Sales of Contact Lens Solutions: % Value Growth 2023-2028

## SPECTACLES IN INDONESIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Slowdown in growth in 2023, following normalisation of consumer lifestyles

Excessive use of electronic gadgets leads to growing incidence of myopia in children

Essilor remains its lead in the face of increasing competition from local players, which have a strong fashion focus

#### PROSPECTS AND OPPORTUNITIES

Growing incidence of myopia and presbyopia will boost demand for spectacles

Optik Melawai seizes opportunity to tap into employee health insurance schemes

More optical stores will invest in new technology to facilitate e-commerce, as Optik Seis ventures into the metaverse

#### CATEGORY DATA

Table 33 Sales of Spectacles by Category: Volume 2018-2023

Table 34 Sales of Spectacles by Category: Value 2018-2023

Table 35 Sales of Spectacles by Category: % Volume Growth 2018-2023

Table 36 Sales of Spectacles by Category: % Value Growth 2018-2023

Table 37 Sales of Spectacle Lenses by Type: % Value 2018-2023

Table 38 NBO Company Shares of Spectacles: % Value 2018-2022

Table 39 LBN Brand Shares of Spectacles: % Value 2019-2022

Table 40 Distribution of Spectacles by Format: % Value 2018-2023

Table 41 Forecast Sales of Spectacles by Category: Volume 2023-2028

Table 42 □Forecast Sales of Spectacles by Category: Value 2023-2028

Table 43 □Forecast Sales of Spectacles by Category: % Volume Growth 2023-2028

Table 44 □Forecast Sales of Spectacles by Category: % Value Growth 2023-2028

## SUNGLASSES IN INDONESIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Revival of domestic and international travel fuels sunglasses revival, but sales remain below pre-COVID-19 levels

Cycling fever has positive impact on sales

Luxottica Group continues to lead, despite increased pressure from cheaper, local brands

#### PROSPECTS AND OPPORTUNITIES

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Outdoor hobbyists will remain a potential target market  
Photochromic lenses glasses may pose competition  
Adoption of new technology will facilitate further growth in e-commerce

#### CATEGORY DATA

Table 45 Sales of Sunglasses: Volume 2018-2023

Table 46 Sales of Sunglasses: Value 2018-2023

Table 47 Sales of Sunglasses: % Volume Growth 2018-2023

Table 48 Sales of Sunglasses: % Value Growth 2018-2023

Table 49 NBO Company Shares of Sunglasses: % Value 2018-2022

Table 50 LBN Brand Shares of Sunglasses: % Value 2019-2022

Table 51 Distribution of Sunglasses by Format: % Value 2018-2023

Table 52 Forecast Sales of Sunglasses: Volume 2023-2028

Table 53 Forecast Sales of Sunglasses: Value 2023-2028

Table 54 □Forecast Sales of Sunglasses: % Volume Growth 2023-2028

Table 55 □Forecast Sales of Sunglasses: % Value Growth 2023-2028

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