

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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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

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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

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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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